

Press release

Stefan Mathys joins IRF Communications as Senior Consultant

Zurich, 17 July 2012. IRF Communications has recruited a new Senior Consultant in the form of Stefan Mathys (38). His appointment took effect on 1 July 2012. IRF has established itself as a provider of PR services for capital market transactions and crisis situations, as well as for financial reporting and media work. The appointment of Stefan Mathys boosts IRF's capability in all areas of corporate communications. His areas of expertise include media relations, public affairs, corporate publishing and event communications. As well as continuing to look after his existing clients, Stefan Mathys will draw on his broad experience to advise companies, organisations and individuals on all aspects of strategic and operational communications and brand management.

Stefan Mathys was a partner at Barino Consulting between 2009 and 2012, where he managed various projects in the field of corporate communications, media relations, publishing and event communications. As Head of Public Relations and Public Affairs at KPMG Switzerland between 2001 and 2008, Stefan Mathys was responsible for the company's external communications. While studying Business Administration and Journalism between 1995 and 2000, Stefan Mathys worked as a business journalist for the *Handelszeitung* and the trade magazine *Schweizer Bank*; he also began accepting his initial PR consultancy projects on a freelance basis.

Stefan Mathys is studying for a PhD at the Institute of Mass Communication and Media Research (IPMZ) at Zurich University; until 2011 he was a lecturer and examinations expert at the Institute of Communication and Marketing (IKM) at Lucerne University of Applied Sciences and Arts (Lucerne UASA). Between 2006 and 2009 Stefan Mathys was a member of the management board at SPAG, the Swiss Public Affairs Society.

IRF Communications

IRF Communications is a leading provider of end-to-end communications services with strong international links. Its clients include private and publicly listed companies, business organisations and individuals. Its portfolio of services extends from positioning and strategic consultancy to the implementation of individual campaigns.

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