

Media release

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## **Bernd Pfister joins the IRF Board of Directors**

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IRF – a leading consultancy firm for strategic communications – expands and strengthens its Board of Directors with Bernd Pfister as an external member. Bernd Pfister has extensive experience as a Board of Directors member, in strategic corporate management and as a sparring partner for management teams. He will support IRF partners Michael Düringer, Stefan Mathys, Martin Meier-Pfister and Jürg Stähelin (Chairman of the Board) in the further development and positioning of IRF as leading strategic communications consultancy in Switzerland.

Bernd Pfister is currently President of SECA (Swiss Private Equity & Corporate Finance Association) and Managing Director of Paros Capital AG, based in Baar (Zug, Switzerland). In the course of his professional career, he has executed over 60 private equity deals and held numerous board positions. Current mandates include Chairman of the Board of Directors of Argus Data Insights Holding AG, Libera Holding AG and Link Marketing Services AG. Bernd is a member of the Advisory Board of the Swiss Entrepreneurship Foundation. Bernd Pfister completed his business administration studies at the University of St. Gallen with a dissertation on "Corporate Venture Capital" and completed his PhD program at Durham University Business School.

In recent years, IRF has established itself as one of the leading Swiss consulting firms for business topics. IRF's established customer base includes about 30 Swiss and international companies. The main areas of activity are the positioning of companies, organizations and individuals, media relations, financial and capital market communication as well as consultancy in special situations.

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