

HIRSCHEN GROUP

Home of the brave

Press release

The next peak: 365 Sherpas establish Advisory Council

Fränzi Kühne, Christine Lüders, Christoph Bornschein and Christoph Gottschalk join Germany's creative political and management consultancy as Senior Advisors

Berlin, 01 July 2020. As 365 Sherpas approach their 7th anniversary, they are gaining notable support in the form of an interdisciplinary Advisory Council. With Fränzi Kühne, Christine Lüders, Christoph Bornschein and Christoph Gottschalk, the 40-strong political and management consultancy in Berlin, Brussels and Vienna is introducing a tried and tested team of experts.

The members of the council will support 365 Sherpas with their individual competences and diverse experience in the areas of digitisation, business transformation, leadership, women's empowerment, executive advisory and diversity strategies. The Senior Advisors will provide advice and support to the 365 Sherpas team and their clients. With the Council, 365 Sherpas creates an advisory body in the field of political and management consulting that is unique in both its composition and its operating mode.

"Future success is determined by the months and years that lie ahead of all decision-makers from business, politics, media, science and society in Europe. On the one hand, it is about how we start after the coronavirus crisis and what political framework requirements we need in Europe to remain competitive. On the other hand, it is crucial what we as social actors learn from the crisis in order to position ourselves for the future. This requires the most creative, diverse and reflective advice in order to develop the best solutions," says Cornelius Winter, founder and Principal Partner of 365 Sherpas. "We are delighted, pleased and honoured that we have been able to win over four such outstanding personalities and long-standing companions for our Advisory Council: Fränzi Kühne, Christine Lüders, Christoph Bornschein and Christoph Gottschalk. Our Senior Advisors will bring additional excellence to our consultancy with their extensive experience, great expertise, curiosity and mindset. We are very much looking forward to work with them". More Senior Advisors will be joining in the future.

The members of the Advisory Council

Fränzi Kühne is a digital entrepreneur, investor and supervisory board member. Together with two partners, she founded the agency for digital business TLGG in 2008, which she led as managing director and COO until early 2020. In addition to her entrepreneurial commitment, Fränzi Kühne is a member of the board of trustees at the AllBright Foundation and author for various online magazines. She is also a member of the supervisory board of Freenet AG and Württembergische Versicherung AG.

HIRSCHEN GROUP GmbH

Schlesische Straße 26 | 10997 Berlin | Tel +49 30 6 10 02-0 | Fax +49 30 6 10 02-555 | hirschen-group.com

Commerzbank | IBAN DE82 2004 0000 0630 8605 00 | BIC COBADEFFXXX

Unicredit Bank AG | IBAN DE17 2003 0000 0010 1890 84 | BIC HYVEDEMM300

Geschäftsführer: Martin Blach, Bernd Heusinger, Marcel Loko, Holger Scharnofske | Hamburg HRB 60933 | USt.-ID DE 177 630 209

HIRSCHEN GROUP

Home of the brave

Christine Lüders is a consultant for diversity strategies, anti-discrimination and sexual harassment. From 2010 to 2018, she headed the Federal Anti-Discrimination Agency. Prior to that, she was press spokesperson in several ministries, including for Armin Laschet, acting Minister President of the State of North Rhine-Westphalia. Before working in the administration, she worked over 17 years in the private sector, for example as a board spokesperson and department head at Deutsche Lufthansa AG.

Christoph Bornschein is the founder and managing director of the agency for digital business TLGG and TLGG Consulting GmbH. At their New York and Berlin offices, a team of 200 bright minds develops potentials and opportunities for digital change for international companies and brands. He is a regular commentator and speaker on all topics regarding digital transformation. Christoph Bornschein is a member of the Board of Directors of LichtBlick SE and was - in addition to other advisory board mandates - a member of the Supervisory Board of Deutsche Bank (DB Privat- und Firmenkunden AG) until May 2020. In these functions, he advises companies on digital topics and issues.

Christoph Gottschalk is Managing Director of The New Institute Foundation GmbH, which will present its activities to the public in late summer 2020. He has extensive experience in consulting global executives, companies and non-profit organizations at the interface of politics, business, media and culture. From 2017 to 2019, Christoph Gottschalk headed the Berlin office of Kekst CNC as a partner. Prior to that, he worked for Russell Reynold Associates from 2007 on international mandates in the areas of non-profit, government affairs and communication and headed the Hamburg office from 2012. From 2003 to 2005 he was the first German member of the cabinet of French Prime Minister Jean-Pierre Raffarin. Christoph Gottschalk is a certified systemic coach and organizational consultant. He is a member of the advisory board of the Hamburg Symphony Orchestra and the Bucerius Law School and a member of the board of trustees of the Übersee-Club Hamburg. He will closely accompany the initialization and development of the Advisory Council of 365 Sherpas.

365 Sherpas is the creative political-strategic consultancy for companies and institutions with offices in Berlin, Brussels and Vienna. The advice of 365 Sherpas usually begins in the run-up to public communication and focuses on corporate affairs and policy advice. The team of more than 40 experienced and specialised consultants works for companies, associations and the German government. As part of the Hirschen Group, they work closely with a well-rehearsed network of campaigning, digital, creative and dialogue disciplines when required.

The Hirschen Group was founded in 2005 and is one of the three largest owner-operated agency groups in Germany. About 800 employees work at the locations Berlin, Hamburg, Cologne, Stuttgart, Munich, Frankfurt, Düsseldorf, Dresden, Vienna, Brussels and London, serve more than 200 clients. Amongst them are Media Markt, OBI, Warsteiner, C&A, McKinsey, Pernod Ricard, Airbus, the Hamburger Sparkasse, Subway, the German Academic Exchange Service (DAAD), Danone Waters, Bank Julius Bär, AOK Baden-Württemberg, Funke Mediengruppe, KfW, Bertelsmann Foundation and various federal and state ministries, with a total billing volume of over 400 Mio Euro - in questions of communication, digitalisation and creative transformation. The Hirschen Group is an independent agency group within the worldwide communication network WPP.

Further information:

Hirschen Group
Helena Mager, Corporate Communications
On the Alster 85
20099 Hamburg
t +49 (0)40 284 55 – 415
m +49 (0)151-111 479 32
mager@hirschen-group.com