

Press release

Zeynep Ersan joins Dynamics Group as Partner

Zurich/Lausanne, 13 June 2023. Dynamics Group, one of Switzerland's leading strategic communications consultancies, is pleased to announce that Zeynep Ersan has joined its partnership. Zeynep Ersan (1967) has a wide network of political, economic and media contacts on a regional and national level, as well as expertise in the media, communications and public affairs sectors. Based in Lausanne, Zeynep Ersan will join Christophe Lamps, Thierry Meyer, Stephan Post, Alexandra Rys and Alex Segovia in strengthening the Group's presence in Western Switzerland from 1 September 2023.

Zeynep Ersan is a recognised expert in communications strategy. Her skills extend to public affairs, reputation and crisis management, consumer engagement, change management and ESR consultancy, as well as media relations.

Zeynep Ersan was director and editor-in-chief of Bon à Savoir, a consumer information and advocacy magazine based in French-speaking Switzerland, for over ten years, and a member of the management of KonsumentenInfo AG in Zurich. She then worked for the Aevis Victoria group (health, hotels, hospitality), reorganising all communications at national level and bringing together the HR and training departments. Her latest position was Head of the Business Development division of the Swiss media company Le Temps, where she was responsible for reorganising the in-house teams (marketing, advertising, events and customer service) and external service providers.

Speaking four languages (French, English, German and Turkish), she is the author of several practical guides on inheritance law and insurance, and a portrait book of Turkey (in French) published in November 2022. She is a member of the committee of the Switzerland-Turkey Association, which promotes economic and cultural relations between the two countries.

Zeynep Ersan, Partner, Dynamics Group: "I am delighted to be joining a fast-growing group that supports its clients in a wide variety of fields. Thanks to my multifaceted experience, I manage to mediate between the worlds of politics, business, media and civil society."

Thierry Meyer, Senior Partner, Dynamics Group: "We are very pleased to welcome Zeynep Ersan as a new Partner. Her experience, particularly in the healthcare and consumer sectors, her Swiss and international network and her entrepreneurial spirit will make a significant contribution to our partnership's client base, strengthening its presence in Western Switzerland and enriching its platform of experts at national level."

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About Dynamics Group

Dynamics Group is a leading Swiss communications group specialising in corporate and capital markets communications, public affairs, reputation management and crisis communications. The partnership was founded in 2006 and is now run by 16 partners. Dynamics Group has offices in Zurich, Bern, Geneva and Lausanne.