

Press release

Daniel Piller joins Dynamics Group as Partner – leading consulting group strengthens its presence by opening an office in Basel

Zurich/Basel, 15 June 2023 – Dynamics Group, one of Switzerland's leading strategic communications consultancies, welcomes Daniel Piller as a Partner. His arrival marks the opening of the Basel office, which will also comprise two other Partners. In so doing, Dynamics Group strengthens its proximity to clients in a major dynamic region and complements the offering of its existing sites in Zurich, Berne, Geneva and Lausanne.

Daniel Piller has been advising individuals, organizations and companies for over ten years on strategic positioning, public affairs, media & investor relations, internal & change & crisis communications and he also offers communications training. As founder and managing director of Piller Public in Basel, he has built up a substantial client base in north-western Switzerland over the past four years. During his career, he spent 12 years in charge of global media relations and global internal communications with Roche Group, after working as a business journalist with Neue Zürcher Zeitung. Daniel Piller, economist by training (lic. rer. pol.) has an excellent network in politics and business in the Basel region, in the national media as well as in the health and life science industry.

The addition of Daniel Piller to the partnership enables Dynamics Group to establish a fifth national office in Basel. This strategic step into the heart of a major region for innovation and research in life sciences reinforces the Group's proximity to national and international decision-making centers.

"I am pleased that I will continue to be an entrepreneur and bring my experience, personal contacts and in-depth knowledge of the life sciences sector to the establishment of the Basel office and the development of Dynamics Group, said Daniel Piller. Companies and individuals in northwestern Switzerland continue to benefit from the personal network to regional decision-makers in politics and business, but also gain access to the broad network and comprehensive know-how of a leading Swiss-wide consulting group."

The Basel team is completed by Jonathan Seabrook and Nicolas Weidmann, both with Dynamics Group as partners since 2018. Jonathan Seabrook spent 13 years as Head of Corporate Affairs at Syngenta (headquartered in Basel), responsible for all aspects related to the Group's stakeholders, in Switzerland and globally. Nicolas Weidmann has over 20 years' experience in top management at leading international companies in the industrial, technology, biotech/medtech and consumer goods sectors. Daniel Piller will join Dynamics Group on September 1, 2023. The Basel office will be located in the Baloise Park Ost, Aeschengraben 29, near the SBB railway station.

Thierry Meyer, Chairman of the Board of Directors and Senior Partner of Dynamics Group, said: "We are proud to have Daniel Piller join our team of very experienced partners. His strong roots in north-western Switzerland broad experience and extensive knowledge of life sciences sector will further strengthen our team and Dynamics' range of services for our customers. We are particularly pleased to make Basel, one of Switzerland's economic, cultural and political hubs, our fifth permanent address, with the complementary skills of Daniel Piller, Jonathan Seabrook and Nicolas Weidmann."

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About Dynamics Group

Dynamics Group is a leading Swiss consulting group, specializing in corporate communications, market 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 - and as of September 2023 in Basel.