



UNICEPTA Medienanalyse GmbH has strengthened its leadership.

Michael Matern (47) is set to join Oliver Minasso, Georg Stahl, Theres Essmann and Sebastian Rohwer as a new member of the company's management team. Within UNICEPTA's leadership, Matern will be responsible for the business units Media Analysis, Research and Strategic Communication Consulting.

Matern was most recently in charge of financial communication at Allianz SE in Munich, a post he took over in 2008. Besides classic financial market communication, he was also in charge of Allianz SE's media relations after the financial crisis in 2007/08. As a graduate in economics, he worked as a business journalist for the news agencies Bloomberg and Dow Jones as well as a press spokesman for Dresdner Bank prior to joining Allianz.

"With 350 customers and a turnover of more than EUR 22 million, UNICEPTA has grown into a different league. The addition to our leadership team reflects this successful development," said UNICEPTA managing partner Georg Stahl. "Our customers expect us to be competent in media analysis and strategic communication consulting. As a former journalist and communicator, Michael Matern will bring his many years of experience in media work and communication control."

Über UNICEPTA

Die UNICEPTA Medienanalyse GmbH ist ein führender globaler Dienstleister für Monitoring, Media Analysis, Research Competence und Communication Consulting. Rund 550 Spezialisten in Köln, Berlin, Stuttgart, Shanghai, Krakau und Washington, D.C. strukturieren 24 Stunden am Tag und sieben Tage die Woche permanent den Newsflow. Die UNICEPTA bereitet hochrelevante Informationen aus Print- und Online-Medien, TV und Rundfunk sowie Social Media kurzfristig auf. Aus dieser täglichen Arbeit leitet sie vorstandsfähige Analysen und research-basierte Beratungen in Fragen der strategischen Kommunikation ab.

Kontakt

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