



about us | general information

Company: Maerzheuser Kommunikationsberatung GmbH

Positioning: Strategic communication consultancy

Foundation: February 2003

Location: Munich (Head office), Berlin (Representative office)

Industries: Financial service, IT & High-tech, Non-Profit, Tourism, Health & Life Sciences, Service Companies, Digital Economy, Art & Culture

Fields of advisory: Innovation, Small and Medium-size Businesses, Special Situations, Crisis, Litigation PR, Financial Communication, Employer Branding & HR, Corporate Positioning, Brand-/Product-PR, Change Communication, Public Affairs.



about us | profile

Maerzheuser Kommunikation is a strategic communication agency, based in Munich and Berlin. We support brands in practically every communicational challenge – holistic, comprehensive and independent. We act as a Creative Director, source of ideas, coach and sparring partner for our clients. Thus, we combine a wide strategic range of competence and pragmatic expertise on a consultancy basis. Our experienced staff has a proven record of successful interactions and projects, borne from former experiences as decision makers in the media, economy and politics.

Our business activities include the strategically consultation oriented to conversion as well as a wide range in agency services. Besides we offer solutions for communication in crises and special situations or media trainings.

From long-standing experiences we can evaluate the communicative effect of enterprise measures and we can help in the development and implementing of flanking communication measures. Well-known small and medium-sized companies as well as endowments, trade associations and institutions are among our clients.

Beside an excellent network in media, politics and economy as well as a well-grounded economic and political understanding we have detailed background knowledge in the areas of Financial Services, IT & High-tech, Tourism, Health & Life Sciences, Digital Economy, Service companies, Art & Culture as well as in the trade association and non-profit sector.



about us | services

Strategic consultancy
Corporate Positioning
Media Monitoring
Media Services
Media Training / TV-Training
Corporate videos
Online PR / Social Media Relations
Media services
External press office

about us | fields of expertise

Corporate communication
Financial communication
Crisis / Special situation communication and Litigation PR
Brand- / Product-PR
Public Affairs
HR-PR / Employer Branding
Innovation communication

about us | professions

Automotive
Service Industry
Entertainment / Culture / Media industry
Renewable Energy
Health / Life Science
Finance
ITK / Technology & Digital Economic
Non-Profit Organizations
Tourism



about us | management and consultant team

Michael Maerzheuser – Managing Director



Michael has over 10 years' experience as a journalist and managing editor for regional and national radio and television stations such as Bavarian Broadcasting, Antenne Bayern, Tele5 and German Sport TV (DSF). He is a media consultant and coach for management since 1993, in both the private and public sector.

The managing director of Märzheuser Kommunikation was press relations officer at the German National Parliament, director of public & investor relations at travel24.com AG and head of Web-TV and online investor relations for EquityStory AG.

Märzheuser holds a Master degree of Ludwig Maximilian University in Munich in Drama & Theatre Studies, Political Science and American Cultural History.

Professional memberships: German Public Relations Council (DPRG), National Association of German Press Officers (BdP), Bavarian Journalists Association (BJV), Munich Press Club

Contact: mm@maerzheuser.com



about us | management and consultant team



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Senior Writer



Dr. Juxian Lu-Hesselmann
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Armin Schmidt
Camera & Cut



contact us

Please contact us for further information and personal meeting. We would be pleased to help you with your communication!

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