



## Andrea Ziomek

### PARTNER PUBLIC RELATIONS & BRAND COMMUNICATION

Andrea is a senior consultant and skilled communicator with extensive experience in internal and external corporate communications, business to business brand communications, change management & employee engagement communication, and all aspects of public relations including media, government, and community affairs.

In her previous roles as head of public relations and corporate communications in the advanced automation and automotive technology sectors, Andrea created and implemented highly effective PR campaigns resulting in prime TV and media coverage on major networks including PBS NOVA, Discovery Channel, CBS, NBC, FOX Network, NPR Radio and WallStreet.com.

As spokesperson for Festo's Bionic Learning Network in North America, Andrea represented the company at Amazon's secret "MARS" Conference hosted by Jeff Bezos and appeared on several TV segments, including The Tonight Show starring Jimmy Fallon.

Andrea is fluent in English and German and is passionate about traveling abroad, mingling with locals, exploring ethnic cuisines and baking.

#### Expertise:

- Corporate Communication & Integrated Communication
- M&A Communication
- Change Management & Stakeholder Engagement
- PR Campaigns
- Multi-Cultural Messaging
- Press Conference/Media Events
- Media Training
- Agency Management
- Media Relations/Placement
- Online Reputation Management