

Medienmitteilung



Basel, December 2014, 2023

## **Frederic Michel joins MCH Group as Group Chief Communication and Corporate Affairs Officer**

Basel, December 14, 2023. MCH Group is pleased to announce that Frederic Michel (MA, MSc) will join MCH Group on January 1, 2024 in the newly created role of Group Chief Communication and Corporate Affairs Officer at MCH Group.

In this role, Frederic Michel will report to Florian Faber, Group CEO, and be a member of the Group Management Team.

Frederic Michel is a leading expert in corporate affairs, communications, and innovation strategy, and has acquired extensive international experience in senior roles in international policy making and in global corporations such as Sky Group or Telefonica. He is currently the Chief Advisor, Communications and Strategy, to the President of France Emmanuel Macron.

"I'm very excited to join such an innovative Group and its brilliant team led by Florian." says Frederic Michel. "The coming years are going to be transformational as MCH continues on the path of recovery and global development. There has never been a more important time to foster curiosity, connect communities and champion the exchange of ideas with impact. MCH Group in its upcoming evolution can play a decisive role in the immediate future."

Florian Faber says: "We're very happy that we will have someone of Frederic's international stature and experience on our future team. Frederic will position MCH strategically and globally and will be a critical executive to help drive the ambition of growth for MCH Group. On behalf of my colleagues on the Group Management Team, I would like to bid a warm welcome to our new colleague."

Andrea Zappia, Chairman of the Board, adds: "The appointment of Frederic Michel is another important step along our path of global expansion and development. While we remain firmly committed to Basel as our base, Frederic's extraordinary international and strategic experience will be instrumental for our future success."

### **About Frederic Michel**

Frederic Michel (51) was born in Poitiers, France. He holds a diploma from the Institute for Political Sciences in Bordeaux; MAs from Sussex European Institute and the London School of Economics and Political Sciences, and was a PhD candidate at the European University Institute in Fiesole, Florence. He was the founder of an international unit for the UK Prime Minister and hosted the Progressive Summits; he was global partner of a pioneering corporate reputation agency and has held senior Group positions in global corporations such as News Corporation, Telefonica, or Sky Group/Comcast. He has extensive experience in corporate strategy, communications, and corporate affairs and has worked in France, UK, Italy, Spain, and the US. He's currently the Chief Adviser for Communication and Strategy to the French President.

Frederic Michel is married with 3 children.

### **About MCH Group**

MCH Group, with its head office in Basel, Switzerland, is an internationally active experience marketing company with a comprehensive service network. It organises around 30 community platforms in Switzerland and abroad, including Art Basel, Swissbau, and Giardina. The Live Marketing Solutions division, with the brands MCH Global, MC2 and Expomobilia, offers comprehensive experiential marketing solutions ranging from strategy and creation to implementation. MCH Group also operates the Messe and Congress Center Basel and Messe Zurich. The company employs over 800 people, around half of whom are based in Switzerland and the USA. In 2022, the group achieved consolidated sales of CHF 394 million.

### **Media contact**

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