



MAXIMILIAN SOUCHAY

ASSOCIATE PARTNER

ZURICH

- Change communication, branding
- Development of change stories
- “Strategic creativity”, managing creativity
- Live communication and strategy

MAIN AREAS OF EXPERTISE

Working languages

- English, German, French, Spanish

Clients (selection)

- Nestlé S.A.
- ABB Schweiz AG
- BMW Financial Services
- Credit Suisse
- Feldschlösschen AG
- Salesforce
- Swisscom AG
- Tata Consultancy Services
- SAP
- UBS AG

Main areas of expertise

Maximilian is setting the scene for our clients. He develops (live) communication concepts for international companies from many different industries. This includes:

- Creative direction for live communication campaigns
- Development of Event Identities
- (Change) communication strategies and architectures
- Coaching of executives for their appearance on stage
- Dramaturgies for shows and conferences
- Development of meeting formats
- Development of team experience formats
- Experience design, symbolism etc.
- Organizing events, road shows etc.
- Design concepts
- Special focus: storytelling

Research Areas & Publications

- Works on new ways of storytelling
- No publications yet

Education and career

- Finished the SBi from Doujak & Beratergruppe Neuwaldegg
- BA (hons) degree in Enterprise Management for the Entertainment Industry
- Studied 3 years at University in Berne Business Administration with main focus Marketing, Leadership and HR Management
- Has his own Communication Agency in Zurich Live Lab AG, focusing on storytelling, creative direction and Live Communication (4 employees)
- Creative Director and Member of the Board of a large Zurich based event agency
- Business Consultant during the first dot-com wave in Berlin as Venture Catalyst for several start-ups
- Lecturer at the HWZ for Event Management and Dramaturgy/Storytelling