



**MAXIMILIAN SOUCHAY**  
ASSOCIATE PARTNER

**MAIN AREAS OF EXPERTISE**

- Communication Consultant for Doujak
- Creative Consultant for Doujak
- Communication Agency based in Zurich
- Change communication, branding
- Development of change stories
- "Strategic creativity", managing creativity
- Live communication and strategy



**LIVE LAB 2014**

Founder of Communication Agency in Zurich Live Lab AG, focusing on storytelling, creative direction and Live Communication

2012

**S B i**  
Systemisch  
Bewegen intensiv  
SBI (Systemic Consulting Qualification)

2009

Souchay Consulting

2001

Creative Director for Rufener Events

1998

New economy Berlin

1996

Liverpool Institute for performing arts

1992

University of Bern, Business Administration with main focus Marketing, Leadership and HR Management

1978

Moved to Switzerland

1972 Born in Berlin

