



**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**

**LIPA**  
THE LIVERPOOL INSTITUTE FOR PERFORMING ARTS

**1992**

**u<sup>b</sup>**  
UNIVERSITÄT BERN

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

Liverpool Institute for Performing Arts

**1978**

Moved to Switzerland

1972 Born in Berlin

