

Andreas Hildenbrand appointed Group Head of Marketing & Communications at Zurich

Zurich, July 10, 2014 – Zurich Insurance Group (Zurich) announces the appointment of Andreas Hildenbrand (Swiss citizen) as Group Head of Marketing & Communications, effective October 6, 2014. In this newly created role he will be responsible for leading a combined marketing and communications function and will be based in Zurich. He will report to Chief Executive Officer Martin Senn.

CEO Martin Senn said: “I am very pleased to welcome Andreas Hildenbrand to Zurich. His experience across a range of communication and marketing positions combined with his strong understanding of insurance and the financial sector overall make him an ideal person for this key role.”

The integration of the Group’s marketing and communications functions was effective July 1, 2014. Zurich decided to combine these functions to better reflect the evolving business environment and related convergence of media channels. Under Mr. Hildenbrand’s leadership, Group Marketing and Communications will continue to strengthen the Zurich brand while delivering strategic communications to internal and external stakeholders in support of the Group's objectives.

Mr. Hildenbrand joins Zurich from Lemongrass Communications, a leading Swiss strategic communications consultancy, where he is partner and co-owner advising international and Swiss companies on a broad range of communications matters, including corporate and brand positioning, reputation and crisis management. Prior to joining Lemongrass in 2009, Mr. Hildenbrand was Head of Corporate Communications at Swiss Life, a position he held for six years. He held a number of managerial roles at Credit Suisse and spent three years as Project Manager for internal communications in the Group Head Office of Zurich.



Mr. Hildenbrand holds a master's degree in economics from the University of St. Gallen.

Further information

To get instant access to Zurich's news releases, calendar and other corporate publications on your iPad, iPhone or Android phone please go to your App Store and get the free [Zurich Investors and Media App](#).

For broadcast-standard and streaming-quality video and/or high resolution pictures supporting this news release, please visit our [Multimedia Pressroom](#).

Zurich Insurance Group (Zurich) is a leading multi-line insurer that serves its customers in global and local markets. With more than 55,000 employees, it provides a wide range of general insurance and life insurance products and services. Zurich's customers include individuals, small businesses, and mid-sized and large companies, including multinational corporations, in more than 170 countries. The Group is headquartered in Zurich, Switzerland, where it was founded in 1872. The holding company, Zurich Insurance Group Ltd (ZURN), is listed on the SIX Swiss Exchange and has a level I American Depositary Receipt (ZURVY) program, which is traded over-the-counter on OTCQX. Further information about Zurich is available at www.zurich.com.

Contact

Zurich Insurance Group Ltd
Mythenquai 2, 8022 Zurich, Switzerland
www.zurich.com
SIX Swiss Exchange/SMI: ZURN, Valor: 001107539

Media Relations

phone +41 (0)44 625 21 00, fax +41 (0)44 625 26 41
twitter [@Zurich](#)
media@zurich.com