



## **Dirk Ruschmann**

### **Partner**

Dirk Ruschmann (1971) advises companies, organizations, and individuals in navigating between media, the public audience and other stakeholders. He accompanies and supports them in public positioning, in building and expanding a sustainable reputation, in developing strategic core messages, and in crisis situations. Before joining Dynamics Group, he served for many years as deputy editor-in-chief of BILANZ, deputy editor-in-chief of SonntagsBlick, as the Berlin capital correspondent for the ARD broadcasting corporation, as a managing editor at Norddeutscher Rundfunk, as an editor at Handelsblatt and WirtschaftsWoche, and as a writer for Die Zeit, Stern, Süddeutsche Zeitung. He is a profound expert in the mechanisms of the media landscape, and has a broad network in Switzerland and beyond, particularly in the DACH region. He has also acquired excellent contacts and in-depth knowledge of numerous economic sectors, including automotive and aviation, manufacturing, pharmaceuticals, consumer goods, luxury goods, retail, leisure, lifestyle and media. Dirk Ruschmann holds a Master of Arts in Political Science, Law and Literature from the University of Hamburg.

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