

PRESS RELEASE

Stockholm 30 November, 2015

Natalia Brzezinski joins Kreab

Natalia Brzezinski is from December 1, 2015 International Advisor at Kreab.

*"It's exciting to have Natalia onboard. She is an excellent communicator and is able to transcend different sectors and worlds through great stories and an ability to connect. Her background as a journalist in combination with her broad network and disruptive thinking when it comes to modern communications and innovative branding will be a great asset to our clients worldwide and our global network," says **Charlotte Erkhammar**, CEO of Kreab Group.*

***Natalia Brzezinski** says: "Kreab to me symbolizes the concept of local roots and global reach. Values of equality, creativity and communicating social responsibility and a sustainable approach to business taken to the global scale is so exciting for me. At Kreab I find a rare combination - a professional home with decades of experiences and tradition combined with a focus on reinvention and innovation around communications. A seamless marriage of the traditional and the new!"*

Natalia Brzezinski is a respected moderator, journalist, and experienced in senior management and politics. She started her career in Senator John Kerry's press office in the U.S. Congress focusing on digital and social media. Currently, Natalia is a regular contributor to the Huffington Post. She is also a board member of the Swedish-headquartered music awards, the **Polar Music Prize**, and CEO of the tech and innovation summit **Brilliant Minds**.

Natalia is also the host of the new weekly podcast **Stand Out!**, in which she holds open and honest conversations with leading female entrepreneurs, politicians, and change-makers. Stand Out! is an original podcast for Acast developed in Sweden. Stand Out! the podcast was launched in October, in collaboration with the Swedish business daily Dagens Industri.

Between 2011-2015 she lived in Stockholm with her husband Mark Brzezinski, who served as the US Ambassador to Sweden.

Natalia graduated from the University of Richmond in Virginia, where she studied journalism and international relations and she also studied at the University of Copenhagen focused on analysing the European Union.

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Kreab Group (kreab.com)

Kreab, founded in 1970, is a global communications consultancy with a team of 400 consultants of 40 nationalities in 25 countries. Kreab advises on issues of strategic importance in business, finance and politics, helping clients to solve complex communications challenges and achieve their strategic goals.