

P R E S S   R E L E A S E

German AMO Partner Strengthens its Top-Level Consultancy Services

**Deekeling Arndt Advisors Hires Deutsche Bank Manager Alfredo Flores as a Partner**

**Dusseldorf, 9 January 2017.** After recently joining the global AMO network, Deekeling Arndt Advisors (DAA), one of the leading German communication consultancies, continues on its growth course. With the addition of Alfredo Flores as a Managing Partner, the DAA management team gains an experienced and highly regarded communications professional. He will be active in both the Frankfurt and Dusseldorf offices and also work in an over-arching capacity to advance the market position of DAA as a strategic communications consultancy with an integrated advisory approach from transaction to transformation.

Over a period of 25 years, Flores held various positions in the Deutsche Bank Group. Amongst other roles, he was Head of Corporate Communications for Deutsche Bank 24, Head of Group Communications Germany and assumed wider responsibility as Global Head of Press for Deutsche Bank Group. After switching to the retail and commercial banking business of Deutsche Bank, he assumed responsibility for marketing activities and numerous change and transformation projects, such as the acquisition and integration of Postbank AG. In addition, he managed internal and external communications on digital transformation projects for the bank's retail banking business.

"We are very pleased to have secured the services of such a recognised and experienced communications manager as Alfredo Flores", says Senior Partner Egbert Deekeling. In his view, another reason why Alfredo Flores is such an excellent choice is his depth of experience, which will enable him to make a valuable contribution to the broad spectrum of services offered by Deekeling Arndt Advisors: "With his expertise, Flores stands for our signature approach 'from transaction to transformation' and he will further the continued expansion of our range of services." Moreover, Flores will be able to contribute his profound knowledge of change processes to the advisory work of DAA when it comes to integration and restructuring projects.

"In Alfredo Flores we have brought on board a communications manager who has already earned himself an equally strong reputation as an expert in both financial services and communications strategy", adds Senior Partner Olaf Arndt. "Alfredo Flores will be able to bring this knowledge to bear on upcoming transformation processes in the banking and insurance sectors, to the benefit of our clients. Furthermore, Flores should be seen as a high-calibre investment in our Frankfurt office – enlarging our footprint in the

# Deekeling Arndt Advisors:

banking sector”, says Arndt. “His addition to the team allows us to expand our office there into a powerhouse for financial market communications and strategic media relations.”

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