



P R E S S R E L E A S E

Reinforcement for Deekeling Arndt/AMO Berlin location

Dr Benjamin Seifert is new head of international communications consulting firm's Berlin office

Düsseldorf / Berlin, 22 April 2020. Deekeling Arndt/AMO (DAA), one of the leading German communications consulting firms and a partner in the worldwide AMO network, is reinforcing its Berlin office and further expanding its consulting expertise in the area of Corporate and Public Affairs. As the new Managing Director Dr Benjamin Seifert will head up the Berlin location and represent DAA in Germany's capital. He will also be responsible for supporting the international strategy of DAA and will work closely with partner agency Cicero/AMO in Brussels. This will ensure that political policy topics at national and European level will be closely dovetailed going forward.

Benjamin Seifert has many years of experience in political communications, most recently as head of the communications department and press officer of the Federal Ministry of Justice and Consumer Protection, where he was responsible for the internal and external communications of the ministry. He had previously held positions as head of the press office of the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth as well as deputy press officer to the SPD party leadership.

"We are very happy to have been able to recruit Benjamin Seifert to head up our Berlin office – he is a communications professional with an excellent network and profound knowledge of political processes", says Senior Partner Olaf Arndt. "Benjamin Seifert has many years of experience in leading political positions and has comprehensive knowledge of German and European political policy matters. This is of the utmost importance for our clients in times of Brexit and economic uncertainty."

DAA has been the exclusive German partner of AMO Global since 2016. AMO Global is the leading network of consulting firms in the area of financial market and strategy communications worldwide. AMO Global uses the best-in-class approach to bring together global consulting firms that are leaders in their respective markets in Europe, Asia as well as North and South America. Communications consulting firm Cicero/AMO, with offices in London, Dublin and Brussels, also joined the global network in January 2020.

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