

Allianz Group Communications Announces Strategic Hires

Munich, April 21, 2022

Allianz Group Communications today announced new executive hires to advance its effort to position communications as a future-ready, competitive asset for Allianz.

Eike Kraft, currently Senior Vice President and Global Head of Marketing & Communications for Roland Berger, will join on June 1 as the Divisional Head of Communications for the division led by Allianz Board Member Renate Wagner.

In this newly created role, Kraft will assume strategic leadership of human resources communications, with a focus on creating and preserving the loyalty and engagement of Allianz's 155,000 employees around the world ([Allianz People Fact Book 2021](#)). He will be responsible for accelerating Allianz's business transformation through oversight of culture and change communications, and through the development of compelling content strategies on the company's own publishing platforms.

Kraft's previous experience includes senior communication roles at Accor and the German Air Force, where he also held the rank of Captain. He holds an MBA from Quadriga University and a diploma from the University of the Bundeswehr.

Florian Amberg, currently Global Head of Strategic Communications and Public Relations for Munich Re, will join later in the year to co-lead with Group Head of Communications Lauren Day communications strategy and execution for the divisional portfolio led by Allianz CEO Oliver Bäte.

In his role as Group Head of Public Relations & Communications Intelligence, Amberg will also be responsible for building a global media relations team and issues management practice, and for further developing the state-of-the-art media intelligence team that leverages communications data and analytics to drive business outcomes.

Amberg's previous experience includes communications positions with AXA and UniCredit. He holds a master of arts degree in communication & leadership from Quadriga University and a master of theology degree from the University of Edinburgh.

Allianz Group Communications also named **Dirk Förterer**, previously Director of Regulatory Affairs, Public Policy, and Future Trends at Allianz Germany, to lead its operations and transformation. **Richard Manson**, Head of Communications for Allianz Technology and Board Member Barbara Karuth-Zelle, will join the Group Communications team effective May 1. Head of Communications for Allianz Germany and its Board Member Klaus-Peter Röhler, **Christina Bersick**, joined Group Communications earlier this month.

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The new additions join [Christiane Hach](#), [Holger Klotz](#), and [Christian Kroos](#) as members of the Group Communications Executive Leadership Team, responsible for the long-term strategic development of the function and its people as catalysts for the company's growth.

"This team offers a fresh mix of skills, perspectives, internal and external experiences, and a track record of excellence to ensure that communicators at Allianz are ready for what the future requires of us," said [Lauren Day](#), Group Head of Communications. "Group Communications will be well placed and well supported to help Allianz to realize the value and potential of its scale."

For further information please contact:

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About Allianz

The Allianz Group is one of the world's leading insurers and asset managers with more than 126 million* private and corporate customers in more than 70 countries. Allianz customers benefit from a broad range of personal and corporate insurance services, ranging from property, life and health insurance to assistance services to credit insurance and global business insurance. Allianz is one of the world's largest investors, managing around 809 billion euros on behalf of its insurance customers. Furthermore, our asset managers PIMCO and Allianz Global Investors manage 2.0 trillion euros of third-party assets. Thanks to our systematic integration of ecological, social and governance criteria in our business processes and investment decisions, we hold the leading position for insurers in the Dow Jones Sustainability Index. In 2021, over 155,000 employees achieved total revenues of 148.5 billion euros and an operating profit of 13.4 billion euros for the group.

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* Including non-consolidated entities with Allianz customers.

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