



Global Communications Alliance

GLOBAL COMMUNICATIONS ALLIANCE: MARKUS HILSE FROM NAVOS IS NEWLY ELECTED CHAIR

1 July 2020 – The Global Communications Alliance (GCA), a network of 15 independent communications agencies covering four continents and 21 countries, is pleased to announce that Markus Hilse, Managing Director of navos - Public Dialogue Consultants (Germany) has been newly elected as Chair. Christian Simon, Senior Consultant and Head of International Affairs, will support him in his work at navos and takes responsibility for enlarging the group further.

Hilse takes up the role in challenging times. COVID-19 is the single major challenge for all Corporate Communications and Public Affairs agencies within the GCA global network. As a result, participating in an ongoing exchange about strategy, staff engagement and new service-offerings in these tough times is a significant value-add for member agencies. "We look forward to taking the GCA to the next level. International know-how and transnational independent and innovative communication services are now more important than ever", Hilse said. An international Change Communications offering will be the next client service initiative of the GCA.

Hilse brings more than two decades of senior communications experience to the role. navos is a founding member of the Global Communications Alliance. The GCA's previous Chair was Susan Smith, Principal of Bluesky Strategy Group (Canada). During the last two years Smith professionalized the alliance, improving exchange between member agencies, and successfully enlarging the network.

navos recently hosted the network's 5th summit as a digital event and hopes to welcome all partners to Berlin for the GCA's 6th global summit in spring 2021.

ABOUT GCA

The Global Communications Alliance is a network of independent corporate and public affairs agencies united in providing the very best service to clients around the world, including North America, UK and Europe, South America, Africa, Australia, India and Russia. GCA members develop award-winning campaigns and successfully create strategies that resonate with a wide range of stakeholders. Crisis management and communications are a particular expertise for each of our members, with teams of consultants around the world ready to quickly and effectively support organisations in need.