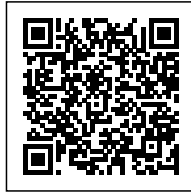


GA CEASES TO OPERATE AS GM&A, HIRES NEW DIRCOM/BD

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Gericó Associates has signed Diana Jennen, from Cuatrecasas, as dircom for Spain & LatAm, and has announced that it will cease to operate in Spain under the name Gericó, Muro & Asociados



The Marketing, Communications and Business Development consultancy firm, specialising in the Legal sector in Europe and Latin America, Gericó Associates, has hired journalist and lawyer Diana Jennen (pictured left) as its communications and business director.

Gericó Associates has also announced in a statement that it will cease to operate in Spain under the name Gericó, Muro & Asociados and will continue with its brand Gericó Associates in Spain and Latin America.

Diana Jennen, until now head of Media at Cuatrecasas, has previously worked as a journalist for Atresmedia news and Euronews European television. She is a Journalism and Audiovisual Communication graduate from the Universidad Carlos III de Madrid and holds a Law degree from UNED. Diana Jennen has a polyglot and international profile, with professional and academic experience in countries such as Germany, France and the Netherlands and is proficient in five languages.

Marc Gericó (pictured right), managing partner of Gericó Associates, highlighted the advantages of the dual profile of the new Communication and Business director: "With this incorporation, we reinforce our commitment to promote strategic communication oriented towards the business of the firms we work with. Thanks to her experience at Cuatrecasas, a leading law firm in Spain and Latin America, Diana Jennen has first-hand knowledge of this common practice in large firms."

Diana Jennen pointed out the value of having a transversal team with extensive experience in Spain and Latin America: "In this new stage I will be able to contribute my international expertise to a consulting firm that has more than ten years of experience advising law firms throughout the development and growth process. I see this new stage as an exciting challenge, sharing the team with consultants with experience in top law firms, directories and media, among others."