

# GERICÓ ASSOCIATES AND DAVID MURO CONSULTORES MERGE FOR THE SPANISH MARKET

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Category: [Archive](#)



**The new brand Gericó, Muro & Asociados will operate throughout the country while Gericó**

## Associates will continue to work internationally with its brand and local partners and teams



The Marketing, Communication and Business Development consultants for the legal sector Gericó Associates and David Muro Consultores have reached an agreement to join forces in Spain, giving rise to a new brand, Gericó, Muro & Asociados with headquarters in Madrid's Paseo de la Castellana, while Gericó Associates will continue to operate internationally with its brand and local partners and teams.

Gericó, Muro & Asociados has more than 35 consultants specialising in the Legal sector, covering all aspects of their disciplines, from strategic advice to the website, business development, digital marketing or media relations for their client firms, always with the focus on their clients' business and specialisation as their pillars.

"We have always liked to lead by example," said Marc Gericó (pictured right), Gericó Associates managing partner and Gericó, Muro & Asociados partner. "This is a great time for mergers as they allow us to diversify our client portfolio, expand our service, enrich our corporate culture and eliminate redundant structural costs. In short, they allow us to compete more and better. We firmly believe this for our clients as well as for ourselves, and we are acting accordingly," Gericó stated.

"We have been working and collaborating together for a long time, and the truth is that the fit is perfect. In terms of know-how, teamwork and, above all, human resources, it was the best decision we could have made. I believe that my contribution as head of Marketing and Communication of one of the top 25 national firms and one of the fastest-growing in recent years, together with the experience of a decade as consultants of Gericó Associates is an unbeatable combination," stressed David Muro (pictured left), managing partner of David Muro Consultores and partner of the new brand.

For his part, Gericó Associates managing director and Gericó, Muro & Asociados partner, Alfonso Everlet (pictured centre), pointed out that "Our objective for Spain is to bring our strategy, experience and business vision to small and medium-sized firms in order to provide them with competitive advantages, particularly in the digital context, turning the present context into an opportunity. It is time to bet on growth, both for our clients and for us. With this movement, we are leaders in terms of our human team and turnover, and I believe that this reflects the fact that we are doing things well and providing value to our clients, especially now, when they need it most."