



marktstrasse 82-84
60388 frankfurt
germany

bachmannsberg 28
8739 rieden sg
switzerland

+49 173 6978901
kontakt@reenehansen.de

Renée Hansen

Communications Consultant, Trainer and Coach

Renée Hansen is a specialist for Corporate, Crisis and Change Communications based in Frankfurt, Germany and Zürich, Switzerland.

She holds a master degree in media science and art history and finished several upgrade educations in change management, training and coaching.

Experience as Communications Professional

Renée startet her career 1991 as management assistant in a German Public Relations training academy. After that period of intense learning she spent eight years as senior consultant and practice head with the German agency A&B (today A&B ONE) from 1995 until 2003. From 2003 until 2006 Renée headed the Corporate Communications Practice and Crisis Communications Unit for the international PR firm Burson-Marsteller in Germany.

The classical areas of corporate communications are Renée's home base: strategic corporate PR, change communication, internal communication, crisis management, CEO reputation management, press and media relations. She has been working for various international clients from different sectors such as financial institutions, pharma and chemistry, consultancies, food & beverage, media and publishing, automotive, transport and logistics.

Teaching, Publishing and Academic Activities

Renée Hansen has published two books on how to develop strategic communication programs, as well as numerous articles to specialized communication publications. She coaches young PR professionals and teaches strategy, corporate communications and crisis communications at German academies like depak Deutsche Presseakademie, Initiative Kommunikation, Heidelberg and DIPR Deutsches Institut für Public Relations in Hamburg. She also regularly teaches university courses, e. g. at the Donau-Universität Krems, Fachhochschule Lingen/Osnabrück, Justus-Liebig-Universität Gießen Fachbereich Betriebswirtschaftslehre. She's member of the examination board for "Universitär geprüfte PR-Berater" at the Donau-Universität Krems/Austria.