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Personnel announcement: PhD Julia Sosnizka appointed Global Head of Marketing & Communications at Roland Berger

- Experienced marketing and communications leader joins Global Management Team
- Extensive expertise in strategic brand management, digital strategy, and international corporate communications

Munich, March 2025 – Roland Berger strengthens its global marketing and

communications strategy with the appointment of PhD Julia Sosnizka as Global Head of Marketing & Communications. Sosnizka, who joins from the Boston Consulting Group (BCG), brings a wealth of experience in strategic communication, brand management, and digital transformation.

"Roland Berger's immense breadth and depth of expertise must become even more visible. My ambition is to sharpen our brand's profile and reinforce the firm's positioning as the premier consulting partner for digital transformation, sustainability, and innovation," says Sosnizka.

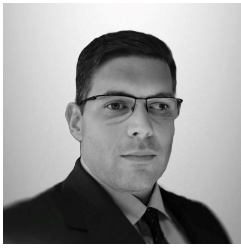
Sosnizka, holding a PhD in corpus and computational linguistics, most recently served as Senior Director of Marketing & Communications at BCG, where she managed strategic brand operations for Central Europe. Previously, she was Head of Corporate Communications at Douglas, overseeing corporate communications across Europe. Her career began at Hering Schuppener (now FGS Global), where she advised firms on financial communication, M&A, and IPOs.

"Julia Sosnizka brings with her a keen strategic insight and comprehensive experience in brand leadership and corporate communications," says Per Breuer, Global Managing Director and Head of Global Human Resources. "Her ability to develop and effectively implement integrated communication and marketing strategies will be instrumental in further establishing Roland Berger as a leading brand in the global consulting industry."

In her new role, Sosnizka will oversee areas including Marketing, Strategic Marketing Operations, Design, Digital, Newsroom, and Corporate Communications & PR. She will report directly to Stefan Schaible, Global Managing Partner.

Roland Berger is one of the world's leading strategy consultancies with a wide-ranging service portfolio for all relevant industries and business functions. Founded in 1967, Roland Berger is headquartered in Munich. Renowned for its expertise in transformation, innovation across all industries and performance improvement, the consultancy has set itself the goal of embedding sustainability in all its projects. Roland Berger revenues stood at more than 1 billion euros in 2023.

Contacts



Raphael Dörr

Press Contact

Head of Corporate Communications & PR

raphael.doerr@rolandberger.com

+49 89 9230 8792



Silvia Constanze Zösch

Press Contact

Press Contact Global PR

silvia.zoesch@rolandberger.com

+49 89 9230 8750