JESSIKA MARIA RAUCH

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EXECUTIVE PROFILE

Senior Communications and Public Affairs executive with over 18 years of international experience across corporate, institutional and cultural environments. Founder of a successful consultancy advising ministries/national projects, global brands and cultural projects. Proven leader in executive communications management and international media relations, with a strong track record in delivering visibility, influence and measurable impact across Europe and global markets.

KEY ACCOMPLISHMENTS

- Independent PR, Communications and Public Affairs consultant (since 2018), advising clients in Luxembourg and across Europe with international scope, across politics, culture, nation branding etc..

- **Lead PR & Public Affairs** for *Esch2022 – European Capital of Culture*, 2019-2024, delivering over 8,600 international media publications, a **97% positive or neutral tone of voice, and a global reach of 397,8 million** before and throughout the title year. Led PR across cultural and institutional domains, including crisis anticipation and management, close collaboration with the tourism & hospitality team.

- **Lead Communications, PR & Social Media** for the Luxembourg Pavilion at the World Expo 2025 in Osaka, 2024-2025, delivering over 630 media reports in Luxembourg and Japan with a 99% positive or neutral tone of voice and achieving social media growth of more than 120% in one year.

- **Executive Communications expert**, drafting speeches, interviews and strategic messaging for CEOs, Management Boards and Heads of Supervisory Boards, as well as senior institutional representatives, in high-level media, public affairs and diplomatic contexts.

- **Senior leadership experience** in corporate environments and as an independent advisor; managed teams of up to seven people at Villeroy & Boch (2011-2028), reporting directly to the CEO, and leading agencies, consultants and freelancers internationally.

- **Global media and reputation builder**, with regular editorial placements in all major Luxembourg media and leading international media including *FAZ, ARD/ZDF, arte, Le Figaro, La Repubblica, Hindustan Times, ELLE, Vogue, National Geographic, Monocle* and many others. Preparing for interviews with executives.

- **Brand and growth driver** for luxury, premium and mainstream brands across Europe, the Middle East, India, APAC and North America; contributed to an **8% sales revenue increase** at Villeroy & Boch through up to **80% growth in media output** in key markets.

- **Strategic budget owner**, managing global and project-based PR budgets for multinational companies, major cultural projects and ministries, including the Luxembourg Ministry of the Economy - nation branding "Let's make it happen".

CORE COMPETENCES, SKILLS AND STRENGTHS

- Executive & Strategic Communications
- Public Affairs & Government Relations
- Media Relations & Reputation Management
- Crisis, Corporate & Internal Communications
- Leadership & Team Management
- Brand Positioning & Nation Branding
- Influencer & Stakeholder Relations
- Project & Budget Management
- High-level Writing & Storytelling, Spokesperson

PROFESSIONAL EXPERIENCE

- **Independent Consultant – Senior PR, Communications & Public Affairs (since 2018)**
  - Strategic advisor to companies, institutions, ministries, national & international projects
  - Lead PR & Public Affairs for Esch2022 – European Capital of Culture (2019–2024)
  - Lead Communications, PR & Social Media for Luxembourg at Expo 2025 Osaka (2024–2025)
  - Development and execution of integrated communication strategies, anticipated crisis PR
  - Leadership of press conferences, international media events, interviews and press trips

Selected clients: *Esch2022, Luxair S.A., Luxembourg Ministry of Foreign Affairs, Ministry of the Economy, Luxembourg for Tourism, University of Luxembourg, NGOs, independent architects, designers and food brands.*

- **Correspondent & Author – Travel, Lifestyle & Culture (since 2018, independent)**
  - Correspondent for Luxemburger Wort (culture, travel)
  - Author for ELLE Luxembourg and Forbes Luxembourg

- **Villeroy & Boch AG – Global Communications Roles (2011-2018, Germany, international)**
  - Global Head of PR (2016–2018):
    Shared leadership of global PR (Corporate, Product, Internal Communications, Controlling)
  - Global PR Manager – Tableware Division (2014–2018):
    Managed PR in all global markets; leadership of eight international PR agencies
  - International PR Manager (2011–2014):
    Emerging markets (Eastern Europe, Middle East, APAC); Editor-in-Chief of employee magazine
  - Recipient of the Mynewsdesk Award – Best Company Newsroom, Global Player (2016).

- **BDEW – German Association of Energy & Water Industries (2010-2011, Berlin, Germany)**
  - Project Lead, Corporate & Online Communications
  - Led the relaunch of the corporate website (agency pitch, budget and implementation)

- **Beiersdorf AG (2009-2010, Hamburg, Germany)**
  - Editor for corporate website, intranet, employee magazine and financial reports
  - Launch of the mobile website and global rollout of the corporate website

- **Freelance Writer, Editor, Host and Intern (2002-2010)**
  - Irish-English ceramic manufacturer Waterford Wedgwood, New York, USA (PR Intern; 2008)
  - National TV broadcaster ZDF, Mainz (Editorial Intern, Voice Actress; 2006-2010)
  - Several newspapers, TV and radio stations across Germany (Reporter, Anchorwoman 2002-2007)

HIGHER EDUCATION

Heinrich-Heine-Universität (Düsseldorf University, Germany)

- Master of Arts (2006 – 2009): Communication studies with a focus on media and politics
- Bachelor of Arts (2003 – 2006): Studies in political science, social science, and media science

PUBLICATIONS

- Travel Guide "Zoom Minett" (Project Lead & author, for Esch2022 European Capital of Culture, 2021)
- Professional article about PR 2.0 in the German Social Media reference book "Wir machen dieses Social Media: Erfahrungsberichte & Tipps von Profis", O'Reilly Verlag (2013)
- Personal project: Book "How to dress like a Gentleman" (sold across Luxembourg and online) (2019)

LANGUAGES

German (native) | English (fluent) | French (fluent) | Luxembourgish (fluent) | Italian (advanced)

SOCIAL WEB

- LinkedIn: Jessika Maria Rauch (Luxembourg)

Luxembourg, 2026