***Press release***

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***“New Beginnings” - PwC Luxembourg Admits 14 New Partners and 5 new Managing Directors***

**Press Release, Luxembourg, 08 July 2021**

**PwC Luxembourg is proud to announce the admission of fourteen new partners to the firm, along with five new managing directors. They bring years of collective professional experience and expertise gathered from delivering projects all over the world.**

This massive investment is a testimony of the level of confidence of our Firm locally and our Network globally. We are convinced that in today’s world marked by multiple fractures, professional service firms that bring trust and credibility as well as help to solve our clients’ problems are more important than ever. PwC intends to provide a distinctive client experience through a combination of technical expertise, relentless collaboration between all service lines as required, deep local roots in all our relevant territories as well as uncompromising focus on our values to advocate solutions that are sustainable in the future.

John Parkhouse, CEO, PwC Luxembourg, says, “PwC is delighted to introduce our Class of 2021 Partner admissions as well as our New Managing Directors 2021. These newly appointed professionals come from all our service lines and are reflective of the specific areas of growth that we envisage. They will help us innovate solutions that are human-led and tech-powered. At PwC, we are convinced that it’s the machine which is the imperfect human and not the human who is the imperfect machine — hence a focus on bringing the most relevant technology to all our services but with the human element remaining at the core of our preoccupations.”

Congratulations to:

**Class of 2021 Partner admissions**

Asif Ali - Assurance

Karim Bara - Assurance

Aurélie Batrel - Assurance

Chantal Braquet - Tax

Philippe Forster - Assurance

Mourad Garouche - Tax

Talat Kadret - Assurance

Mickael Le Bras - Assurance

Geoffroy Marcassoli- Assurance

Koen Maris - Advisory

Nicolas Payet - Assurance

Lilia Samai - Tax

David Schaefer - Tax

Markus Zenz - Assurance

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**New Managing Directors 2021**

Loïc Dunand - Advisory

Vincent Gauché - Advisory - Technology

Etienne Hirsch - Advisory - PwC’s Academy

Melek Sahinoglu - Advisory - RCAS

Fabrice Trioullier - Advisory - FS

As always, we like to introduce our new partners and managing directors in a different way every year. In honour of PwC global introducing \*[**The New Equation**](https://www.pwc.com/gx/en/the-new-equation/the-new-equation-strategy.html)**,** we decided on the theme for this year’s campaign as “New beginnings”. We will run the campaign over a series of weeks, asking our newly appointed partners questions about the future, but we have added a twist this year. A bit of a surprise. This year's campaign is driven by the powerful feeling of retaking our lives after the last challenging 18 months we all have gone through. With a symbolic gesture of taking their masks off for a new beginning, our newly appointed partners answer different questions that show their personal and professional views in a series of four videos.

We hope you enjoy discovering a bit more about our new partners both professionally and personally on PwC Luxembourg’s social media ([Facebook](https://www.facebook.com/pwc.luxembourg), [Instagram](https://www.instagram.com/pwc_luxembourg/), [LinkedIn](https://www.linkedin.com/company/pwc-luxembourg/mycompany/) and [Twitter](https://twitter.com/PwC_Luxembourg?lang=fr)). Naturally, we will also have information about each new partner, including their official bio and contact information on the website on a regular basis over the next few weeks.

Enjoy [our campaign](https://www.pwc.lu/en/about-us/new-partners-2021.html) as you get to know our new partners.

**\*The New Equation. What is new about it?**

On June 15, PwC Global and member firms within the PwC International Network unveiled [The New Equation](https://www.pwc.com/gx/en/the-new-equation/the-new-equation-strategy.html), a revolutionary approach in how we see new opportunities to serve clients as they work to build trust and deliver sustained business outcomes.

It is clever that the world has changed massively in recent years, with challenges such as technological disruption, climate change, fractured geopolitics and social tension. More recently, people and businesses across the world have felt the devastating effects of the COVID-19 pandemic. This is continuing to have a huge impact on the external environment within which our clients operate. All this change means we need to adapt and do things differently too.

Our new strategy centres around the two most fundamental needs confronting clients in this new context – the need to build trust with their stakeholders and to deliver sustained outcomes. And it builds on successes and learnings as an organisation with a long history of serving a wide group of stakeholders. You will be hearing a lot more from us on this topic.

**Notes to editors**

**About PwC**

PwC Luxembourg (www.pwc.lu) is the largest professional services firm in Luxembourg with over 2,800 people employed from 77 different countries. PwC Luxembourg provides audit, tax and advisory services including management consulting, transaction, financing and regulatory advice. The firm provides advice to a wide variety of clients from local and middle market entrepreneurs to large multinational companies operating from Luxembourg and the Greater Region. The firm helps its clients create the value they are looking for by contributing to the smooth operation of the capital markets and providing advice through an industry-focused approach.

At PwC, our purpose is to build trust in society and solve important problems. We’re a network of firms in 155 countries with over 284,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com and www.pwc.lu.