



## Zulauf, Harald

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Harald Zulauf (born 1960) studied business administration, politics and international law at University of Cologne, Georgetown University Washington, London City University and HEC Paris. After working as a freelance journalist for German television and newspapers he became a TV correspondent for politics and business with the Westdeutscher Rundfunk and the ARD in 1985. From 1987 to 1989 he worked as a PR consultant for the Minister of Defence and later NATO Secretary-General Manfred Wörner. After the Fall of the Wall and the German Unification he worked for the German Government's Trust Agency in the privatisation of the former East German state medias. Since 1993 he has been managing director of MEDIA CONSULTA Deutschland GmbH in Cologne, and since 2001 also CEO of MEDIA CONSULTA International Holding AG, Berlin.

### MEDIA CONSULTA – MC

Creating communication without limits is the spirit of MEDIA CONSULTA (MC). As an agency network with 56 branches MC is present in all 27 EU member states, the EU candidate countries and the key business centres throughout the world. The international MC network agencies are able to offer a variety of different communication methods such as advertising and public relations, interactive, marketing for sports, youth and music, event management as well as TV and film production. The clients include well-known national and international companies such as Air Malta, Lidl, Vodafone, Visa, Dunlop, Generali Invest, Deutsche Lufthansa and Geha. Political institutions such as the EU Commission, the European Central Bank and many foreign governments, the German Bundestag, the Federal Government of Germany and German state governments also place their trust in MEDIA CONSULTA. The client services MC provides have made it a leader in the field of international communication. MC took twelfth place among the world's largest network agencies in the April 2008 issue of the US magazine "Advertising Age".

