

Crisis Protection Network strengthens Canadian presence with addition of Martin Hofmann

CPN continues to grow in North America

Zurich, July 08, 2020. The Crisis Protection Network (CPN), Zurich, an independent network of crisis management professionals from around the world, welcomes Martin Hofmann, Principal of Oversea Strategies, Toronto, Canada, as a new member.

"Martin is a great addition to the Crisis Protection Network with his technology background and international experience. His current focus on change communication and management in a crisis environment fits well with the developments that members see in their markets," said CPN President Rainer Westermann, Westermann Advisors, Munich. "Martin brings more than 25 years of business and public sector experience in North American and European markets to CPN."

"Whether it is digital transformation or another kind of change initiative, the threat of exposing your organization to new issues and crises due to rapid change is constantly growing," said Martin Hofmann. "I am excited to join CPN because the network has the capabilities to help clients protect their reputation and build crisis resilience by tapping into the broad and deep expertise of the network."

Martin has led integrated marketing communications programs and managed projects that drive change, mitigate crises, and build reputation. After directing large teams for marketing communications agencies and within the Ontario government, he started strategic communications consultancy Oversea Strategies in 2012. Martin also co-founded creative content agency and video studio Big Red Oak. He is passionate about helping people and organizations navigate through business transformations and other challenging business scenarios by combining storytelling with content marketing and innovative use of technology and engagement platforms.

About the Crisis Protection Network

The Crisis Protection Network is an independent network of senior crisis professionals from all over the world, who share high-level expertise in crisis management and brand protection. The CPN team combines many years of experience working with multi-nationals, midsized corporations and SME's alike. Comprehensive services are offered in three main categories - Advisory Services, Intelligence & Research and Training & Education. The Crisis Protection Network is an Association under Swiss Law.

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