

GRABARZ & PARTNER

PRESS RELEASE

Karolina Kurzaj takes over as Head of New Business at Grabarz & Partner

Hamburg, 16 October 2025

Grabarz & Partner is repositioning itself in the area of new business and is placing its trust in an experienced leader from within its own ranks: **Karolina Kurzaj** is taking on the role of **Lead New Business** with immediate effect. With her many years of consulting experience and her strong understanding of customer and market needs, she will be responsible for strategically and substantively developing the agency's new business acquisition.

Kurzaj began her career in 2003 at Scholz & Friends, where she spent many years managing FMCG and tourism clients, and most recently served as Management Supervisor for TUI "Mein Schiff", Robinson Club and Meßmer Tee. She first joined Grabarz & Partner in 2014, working on Volkswagen Commercial Vehicles, before moving on to freelance roles for various agencies. She later became Executive Communication Director at Brand Pier, where she held both creative and consulting leadership responsibilities and oversaw client growth.

Kurzaj returned to Grabarz & Partner in 2018 – initially as Client Service Director for Volkswagen Commercial Vehicles, and later for Porsche Germany. Over the past three years, she has served as Executive Client Service Director for Porsche Germany, Porsche Design and Porsche corporate departments. In this position, she led a team of around 30 employees across consulting and creation.

Going forward, she will drive the Business Development department together with **Johanna Siemer**. Siemer joined Grabarz roughly a year ago from the Business Development team at CarlNann and brings extensive experience in new business development and agency growth. Together, their strategic consulting backgrounds and business development expertise complement each other perfectly within the new structure.

With her experience managing major brand accounts and her clear understanding of markets and people, **Karolina Kurzaj** will now lead the evolution of new client relationships and the expansion of new business at Grabarz & Partner.

"For me, new business isn't just about pitches – it's about people and creative dialogue. Listening, understanding, building trust – that's the foundation of every long-term, successful partnership. And that's exactly what Grabarz & Partner stands for," says Kurzaj.

"We've known Karo for over 10 years – but more importantly: Karo has known us for over 10 years. She knows what we can do, what only we can do, and what we sometimes can't do at all. Her deep knowledge of who we are, combined with her extensive experience as a long-standing Client Service Director, makes her the ideal gatekeeper for the Grabarz Group," adds Reinhard Patzschke.

Press contact:

Amelie Claassen
Manager Corporate Communications
Mobile. +49-173-374 8228
amelie.claassen@omc.com

Grabarz & Partner is one of Cannes Lions' top 10 "Independent Agencies of the Decade", one of HORIZONT top 10 "Most creative German Agencies of the Decade" and top 10 "Most creative German Agencies of All Time".

About Grabarz & Partner:

Grabarz & Partner was founded in 1993 in Hamburg and operates as an independent advertising agency. It is considered one of the most creative agencies in Germany and worldwide. With around 300 employees, the agency works with clients such as Deutsche Bahn, Burger King, IKEA, Bahlsen and Porsche. In the 2020 Cannes Lions Creativity Report, it was listed among the "Top Ten Independent Agencies of the Decade." *Horizont* named the management team "Men and Women of the Year." *w&v* named the agency "Agency of the Year," as did the Eurobest and Clio Awards. According to *Campaign*, Grabarz & Partner is one of the "World's Leading Independent Agencies."

Grabarz & Partner Werbeagentur GmbH, Schaartor 1, 20459 Hamburg
Registered Office: Hamburg, Commercial Register: Local Court of Hamburg (HRB 52097)