

## Pedersen & Partners adds Magnus Alexander Wied as Principal based in Frankfurt, Germany

**November 30<sup>th</sup>, 2017 – Frankfurt, Germany** – [Pedersen & Partners](#), a leading international Executive Search firm with 56 wholly owned offices in 52 countries, is pleased to announce that [Magnus Alexander Wied](#) has joined its Frankfurt team as a Principal.



Mr. Wied brings with him 15 years of business development, strategic communications and corporate innovation experience in a variety of industries. In the beginning of his career, Mr. Wied applied his legal and psychology studies at law firms and government institutions, later pivoting his career to take on strategic communications and public relations roles. After leaving specialty chemicals maker Huntsman Corporation where he headed Global Communications and Public Affairs he focused on digital transformation challenges in different industries and engaged deeply with the German start-up scene. Prior to joining Pedersen & Partners, Mr. Wied led his own company Magnus Associates, where his projects included the setup and marketing of next47, the independent investment arm of Siemens.

“Pedersen & Partners’ entrepreneurial spirit and fast pace is a perfect fit with my experience and approach to business. I’m excited to join this global team and lend my experience to provide clients with high-quality and cost-effective Executive Search solutions,” stated [Magnus Alexander Wied](#), Principal at Pedersen & Partners.



“Technology companies and start-ups are forming a new ecosystem that requires new kind of leaders. With Magnus onboard our team is in a stronger position to make a real difference for our clients by helping them acquire top talent to foster digital transformation within their organisations,” announced [Guido Bormann](#), Country Manager for Germany at Pedersen & Partners.



“Digital transformation in DACH is no longer a question “why” it is necessary, but “how” to proceed. Magnus brings insight, consultative prowess and networking in Germany to attract skilled professionals who will lead organisations to harness the power of data, re-engineer corporate cultures and explore new business models,” added [Peter D’Autry](#), Technology Practice Group Head, Pedersen & Partners, Berlin.

---

Pedersen & Partners is a leading international Executive Search firm. We operate 56 wholly owned offices in 52 countries across Europe, the Middle East, Africa, Asia & the Americas. Our values Trust, Relationship and Professionalism apply to our interaction with clients as well as executives. More information about Pedersen & Partners is available at [www.pedersenandpartners.com](http://www.pedersenandpartners.com)

If you would like to conduct an interview with a representative of Pedersen & Partners, or have other media-related requests, please contact: Anastasia Alpatcova, Marketing and Communications Manager at: [anastasia.alpatcova@pedersenandpartners.com](mailto:anastasia.alpatcova@pedersenandpartners.com)