



MESSE
MÜNCHEN

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Messe München: Maximilian Heiler becomes new Senior Director Corporate Marketing & Communications

Change of baton in Messe München's Public Relations department: On 1 April 2025, Maximilian Heiler (37) will become the new Press Spokesman and Senior Director Corporate Marketing & Communications. Together with his team, he will be responsible for external and internal communications as well as for all corporate marketing. He will report directly to Messe München's two CEOs Reinhard Pfeiffer and Stefan Rummel.

Maximilian Heiler comes from the insurance and financial consulting group Swiss Life Germany. As Head of Communications & Foundation, he has been responsible for external and internal communications there since 2018 and has also been in charge of the CSR activities of the company's own foundation for over a year. Prior to this, Heiler, who has a degree in business economics, worked for the energy company E.ON. There, he also began his career as a press spokesperson and communications manager before being appointed Head of Communications & Management Office in 2017.

"We are pleased to have found an experienced press spokesman in Maximilian Heiler who, as Senior Director Corporate Marketing & Communications, will represent the strong brand Messe München externally and will lead it with us into the future", say Messe München's two CEOs Reinhard Pfeiffer and Stefan Rummel.

Messe München is one of the world's leading companies in the trade fair industry and enjoying an excellent international reputation. "Messe München is highly relevant for the economy, society and consumers far beyond the region", says Maximilian Heiler: "The trade fair company facilitates encounters and creates important economic stimulus - which is more important than ever these days. I am very much looking forward to working with my team to advance the company's positioning and brand image and to further consolidate the company's great reputation."

Together with him, Elke Neureuther will be joining Messe München as Deputy Press Spokeswoman on 1 April. She has many years of experience as a journalist and has worked as a social media expert at the Bavarian Ministry of Economic Affairs for the past six years.

As press spokesman, Maximilian Heiler is succeeding Willi Bock, who is retiring: "I now have time again for rowing and my commitment to maintaining Munich's Olympic regatta centre."

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Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at around 90 trade fairs worldwide. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT and electronica. Messe München's portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its 1,300 employees in the group and associated companies, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand and the USA. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Each year, more than 150 events attract around 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic engine that generates billions in purchasing power.

With the LOCATIONS DER MESSE MÜNCHEN, it offers a variety of spaces for a wide range of events: These are the exhibition grounds, the ICM - International Congress Center Messe München, the CCN - Conference Center North and the MOC - Event Center Messe München in Munich-Freimann.