

Erste Group appoints Mariana Kühnel as Head of Stakeholder Management

Erste Group announced today the appointment of Mariana Kühnel as head of Erste Group Board Support and Stakeholder Management. This is a newly created function at Erste Group given the increasing complex environment the bank is operating in - and that is heavily influenced by politics. Therefore, having staff dedicated to stakeholder management (i.e., uniform positions towards national governments and EU bodies) is more important than ever now. Furthermore, not only the regulatory agenda is dominated by politics, but also social policy which has a strong influence on creating prosperity in the region of Central and Eastern Europe, something that Erste Group deeply cares about. These factors make it even more important to monitor developments in the overall political framework and to actively contribute to the development of our region.



Within Erste Group, the team led by Kühnel will be responsible for the coordination and alignment of themes and strategies vis-à-vis the bank's stakeholders in CEE and Brussels. This is an important task especially considering the upcoming presidencies of the Council of the European Union (Austria, Romania, Croatia) and the entailing possibilities for shifting the focus to the region and raising awareness about its importance. The other area of responsibility refers to the direct support for Erste Group's Management Board including steering and planning of the Board themes and activities.

Mariana Kühnel (34) has worked at Erste Group in various senior positions since 2010. Previously, she worked as head for economic and finance policy at the Austrian MEP Othmar Karas' office in Brussels (2009 - 2010). Mariana Kühnel was born in Vienna and studied business administration and international relations; she started her career at the Federation of Austria Industries.

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