

Press release**WEFRA LIFE appoints Adrian Haack to management team****Focus on expanding internationalisation, innovation and generational change**

Neu-Isenburg, 1 October 2025 – **The WEFRA LIFE Group is announcing the appointment of Adrian Haack to its management team with effect from 1 October 2025. Together with Matthias Haack and Niklas Kurz, he will be calling the shots as Managing Partner at the owner-operated agency group from that time. This change marks a further milestone in WEFRA LIFE’s ongoing strategic development and change of generation.**

Adrian Haack has been driving significant advances in the group’s international activities since early 2024 and has extensive experience in the global communications and digital health industries. New cooperation partnerships and market opportunities have been developed under his leadership, including the recent acquisition of Conseil Média Santé (CMS) – a French healthcare media agency – and the roll-out of media capabilities to further European markets. This means that WEFRA LIFE is pursuing its internationalisation strategy determinedly and offering its clients global services all under one roof. The WEFRA LIFE Group posted 12.2% growth in its fee revenues in the 2024 financial year, bringing them to roughly €21 million.

This result was the work of approximately 200 employees across 5 operating units. With Adrian Haack joining the management team, WEFRA LIFE is focusing on a clear and future-oriented leadership structure. The new management trio espouses a management style where partners consistently share responsibility and decision-making collectively. ‘I’m delighted to have my cousin, Adrian, on board as Managing Partner. Together, we’ll shape the future of WEFRA LIFE and continue our advances in AI transformation,’ says Niklas Kurz, Managing Partner at WEFRA LIFE. The goals remain the same as ever, namely, to leverage the synergies between the departments and agency units, boost agility and innovation, concentrate the strategic alignment on digital capabilities and client focus as well as further expand national and international growth.

With this next step in its generational change, WEFRA LIFE is making a clear statement about the strength of its technological leadership and driving the agency group’s innovation with a determined AI-first strategy. Even today, there are already automated content workflows and AI-based insights being used successfully to optimise campaigns. With them, WEFRA LIFE is

positioning itself as a pioneer in healthcare communications which uses the latest technologies consistently to offer clients even faster and more effective data-driven solutions. The firm is, in doing so, highlighting its ambition of having a leading role in healthcare communications as a driving force in the healthcare market nationally and, increasingly, internationally.

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Image material



*Caption: v.l.t.r. Adrian Haack, Matthias Haack und Niklas Kurz, all Managing Partners of WEFRA LIFE
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About the WEFRA LIFE GROUP

We are the driving force in the healthcare market, and that is the WEFRA LIFE philosophy. At the subsidiaries WEFRA LIFE MEDIA, LIFE MEDIAPLUS, WEFRA MEDIAPLUS GLOBAL HEALTH, WEFRA LIFE INTERNATIONAL, WEFRA LIFE SOLUTIONS, WEFRA LIFE VENTURES and dk Life Science Communications, there are roughly 200 communications specialists shaping the healthcare market actively. Working in an integrated and agile manner, they create client-centric, tailored solutions based on data and insights for increasingly complex challenges. On top of that, there is WEFRA LIFE INNOVATION HUB, the innovative centrepiece of the visionary services, product ideas and platforms.

Media contact:

Susanne Fleischer
Account Director PR/Content
WEFRA LIFE GROUP
Tel. +49 (0)69 695008-68
Fax +49 (0)69 695008-71
Mitteldicker Weg 1 – WEFRA Haus
63263 Neu-Isenburg – OT Zeppelinheim
susanne.fleischer@wefra.life
www.wefra.life