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**PRESS RELEASE** Prague, 30th March 2015

**PASSERINVEST GROUP has a new Head of Marketing and PR**

**The leading Czech development and investment company PASSERINVEST GROUP has strengthened its marketing team. Kristýna Samková is the new Head of Marketing and PR. In this position she will be responsible for the creation of marketing and PR strategies and for strengthening the brand communication, particularly on-line.**

Kristýna Samková has years of experience in the field, acquired predominantly in multinational companies. She worked in the Lowe GGK advertising agency, where she was primarily involved in the management of complete marketing and product projects for the brands from the ranks of FMCG firms. She then moved on to the IT sector to Cisco Systems, where she was responsible for PR and particularly B2B marketing for the Czech and Slovak branches. In recent years she worked in various positions in Telefónica and O2.

Kristýna Samková studied at the Faculty of Agrobiology, Food and Natural Resources in the Czech University of Life Sciences in Prague and she speaks English and Spanish. Her hobbies include aviation.



Kristýna Samková**,** Head of Marketing and PR

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**About the Developer**

**PASSERINVEST GROUP, a.s.,** founded in 1991 by Radim Passer, is a purely Czech development and investment company whose name is associated in particular with the **BB Centrum** multifunctional complex in Prague 4 - Michle. With this project, the most successful and extensive Czech project of its type, the company has built its excellent reputation both at home and at the international level. Contributing to this is not only the high quality of the projects completed to date, but also its high level of service, its sense of fair play, its positive relationship with the tenants and users of its buildings, and its sense of responsibility towards society and the environment. **PASSERINVEST GROUP**’sportfolioincludes other interesting development projects.