



Press Kit



About Pommes al dente

Founded in Hamburg in 2022, *Pommes al dente* is an innovative consulting firm and agency for holistic corporate communications. The company puts people at the center and helps organizations rethink their communications. To do this, *Pommes al dente* empowers employees at every level—from interns to executives—to become visible as authentic Personal Brands and credible brand ambassadors.

With an integrative consulting approach, *Pommes al dente* combines Corporate Influencing and Personal Branding with internal culture development. The result is tailored concepts that help organizations live out their values authentically, communicate change transparently, and strengthen their visibility for the long term.

About the Managing Director

[Lisa Zöfgen](#) is co-founder and managing director of *Pommes al dente*. A LinkedIn Top Voice and Munich resident by choice, she brings more than a decade of experience in the communications industry—spanning corporations, agencies, and startups to running her own consulting firm. Her passion for social media and years of expertise in Personal Branding form the foundation of deep knowledge behind *Pommes al dente*.