

SIMON ♦ KUCHER & PARTNERS

Strategy & Marketing Consultants

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What others say about us

Simon-Kucher & Partners was a great partner during our research phase. We appreciated their support, expertise, and partnership throughout the process of developing Uber Rewards. Barney Harford, former COO, **Uber**

No one knows more about pricing than Simon-Kucher. **Philip Kotler**, Marketing Guru

Simon-Kucher & Partners did some excellent work to help us to break one of the great myths in our organization. They radically changed how we understood our core audience. Chris Stibbs, former CEO, **Economist Group**

Pricing strategy specialists. **The Wall Street Journal**

Simon-Kucher is a down-to-earth consultancy, highly committed and trustworthy. They deliver what they promise. Member of the Executive Board, **Bank Julius Baer & Co. Ltd.**

In pricing you offer something nobody else does. **Professor Peter Drucker**, Management Thinker

Who we are

Simon-Kucher & Partners is a global consulting firm with more than 1,400 professionals in 40 offices worldwide focusing on TopLine Power®. Founded in 1985, Simon-Kucher is privately owned by more than 140 partners. Regarded as the world's leading pricing advisor, the company has more than 35 years of experience providing pricing, sales, marketing and strategy consulting.

Contact us

Simon-Kucher & Partners
Strategy and Marketing Consultants
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www.simon-kucher.com

Your Roadmap to Profitable Growth

Gaining TopLine Power® through pricing, sales, marketing, and strategy

February 2021

Globally renowned consultancy for top-line growth

Financial Times



#1 Marketing, Brand, Pricing

on par with two other consultancies
Financial Times, list of the UK's Leading Management Consultants, 2018

brand eins/Statista



#1 Marketing, Sales, Pricing

brand eins Thema special edition: Consulting – industry report from brand eins Wissen and Statista, online survey, 2014 - 2019

Capital



#1 Marketing, Sales, Pricing

on par with two other consultancies
Capital, survey of the best consultancies in France, 2016, 2018 (conducted every two years)

Forbes



★★★ Marketing, Brand, Pricing, Sales

Forbes, survey of the best management consulting firms in the US, October 2016, 2018 (conducted every two years)

MT Magazine/Erasmus University



#1 Strategy Consulting

MT Magazine/Erasmus University: MT1000 2018, survey of the best strategy consultancies in the Netherlands, 2018

Bilanz



#1 Marketing, Sales

Bilanz Magazine ranking, survey of the best consulting firms in Switzerland, 2019

Core Capabilities

Pricing Pricing excellence programs // Pricing strategies for products, business units, and companies // Innovative price and revenue models // Launch and postlaunch pricing // Pricing organization and processes // Data-driven pricing // Digital pricing // Dynamic pricing // AI and ML in pricing // Pricing for digital businesses

Sales Sales organization and efficiency // Omnichannel strategies // Sales force effectiveness // Key account management // Channel management // Discount/bonus systems // Digital sales force optimization // Digital sales tools and solutions // Incentive structures // Customer-centric sales organizations // Cross- and up-selling strategies and tools

Marketing Market/customer segmentation // Portfolio design // Branding and value communication // Customer lifetime value in a digital world // Marketing efficiency and effectiveness // Digital loyalty programs // Personalization strategies in a digital world // CRM strategies // Optimizing online marketing

Strategy Growth strategies // Scenario planning // Digital business models // Digital monetization strategies // Competition strategies // Market due diligence // Go-to-market strategies // Effective and sustainable strategy implementation // Monetizing innovations // Subscriptionization strategies

Simon-Kucher at a glance

TopLine Power® is what Simon-Kucher is all about. We help our clients grow their revenues and profits. Faster, better, and more sustainably than anyone else. We do this by optimizing their monetization, pricing, sales, and marketing strategies. We have 35 years of experience in developing top- and bottom-line growth strategies that deliver measurable results. Our projects increase our clients' profitability by 2 to 4% points ROS on average. We are especially renowned for our experience in pricing.

Consulting services

Our focused experts work across all industries and continents, and for companies of all sizes, including hidden champions and unicorns. Combining industry, functional, and digital/technical expertise, we know how to monetize innovations and transform businesses to keep ahead in the digital world. We advise clients on how to best use digital technologies for optimal results, from big data analytics, machine learning, and artificial intelligence, to tailor-made pricing and sales tools. Seeing our clients succeed is what drives us. Every day. From strategies to tangible outcomes, our solutions are made to last.

Global presence

Founded in Germany in 1985, Simon-Kucher is now a truly global company with more than 1,400 employees in 26 countries worldwide. All our associates are experts in pricing, sales, marketing, and strategy with profound industry knowledge. Simon-Kucher is led by CEOs Mark Billige and Dr. Andreas von der Gathen and its Board. The Board consists of nine partners from diverse offices and countries. With closely intertwined global industry practices, we serve our clients seamlessly around the world.

Simon-Kucher Digital

Our experienced digital consultants, industry experts, data scientists, and technology advisors use data and qualitative insights as a starting point to work on any business challenge. Be it fast prototypes, apps, custom pricing engines, or deep dive data analytics, we provide end-to-end solutions to our clients' digital challenges on all levels. We have worked with over 30 unicorns, helping them to successfully monetize their ideas. Being part of this truly digital ecosystem allows us to take best practices from disruptors and innovators and apply them to established companies working on digitally transforming their business.

Facts & Figures



Global locations

40 offices in 26 countries



Average annual growth rate since 1990

+17%

1990 1995 2000 2005 2010 2015 2020



Revenue in 2020

€362m



Clients' average increased return on sales thanks to our projects

+2 to 4% points ROS



Share of our business resulting from referrals

80%