

## Press release

---

### **Simon-Kucher Opens a New Office in Berlin**

**International strategy and marketing consultancy Simon-Kucher & Partners continues its growth trajectory with the opening of its Berlin office. The consultancy now has 41 locations worldwide.**

Berlin, April 15, 2021 – On April 19, Simon-Kucher & Partners will open an office in Berlin, upholding its ambitious growth strategy for Germany. This is Simon-Kucher's sixth location in Germany, adding to its offices in Bonn, Cologne, Frankfurt, Hamburg, and Munich. The company now has 41 offices worldwide.

“Berlin is the center of innovation and digital technology in Germany. Opening an office in the capital is the logical step for a dynamic company like Simon-Kucher,” says Andreas von der Gathen, Co-CEO of Simon-Kucher.

The Berlin office will be led by Conrad Heider, Partner and Global Head of the Digital practice at Simon-Kucher, who is currently based in Hamburg. “Berlin is Germany's tech capital and a strong magnet for talent from all over the world. We are confident our business will grow rapidly there. Simon-Kucher is already an established, leading advisor for software companies, startups, and unicorns. Having an office in Berlin sets us up to expand our expertise in data analytics and customer experience design as well as software consulting and development,” says Heider.

***Simon-Kucher & Partners, Strategy & Marketing Consultants:*** *Simon-Kucher & Partners is a global consulting firm with more than 1,400 professionals in 41 offices worldwide focusing on TopLine Power®. Founded in 1985, the company has over 35 years of experience providing strategy and marketing consulting and is regarded as the world's leading pricing advisor.*

---

#### **For more information, please contact:**

Julia Griep (Public Relations Manager)

Tel: +49 221 36794 486

E-Mail: [julia.griep@simon-kucher.com](mailto:julia.griep@simon-kucher.com)

[www.simon-kucher.com](http://www.simon-kucher.com)