

**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 1,700 professionals in 42 offices worldwide focusing on TopLine Power®. Founded in 1985, Simon-Kucher is privately owned by more than 160 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**  
Email [info@simon-kucher.com](mailto:info@simon-kucher.com)

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

Your Roadmap to  
Profitable Growth

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

2022 edition

Global experts in commercial strategy



*Financial Times*



Marketing, Brand & Pricing

Financial Times, list of the UK's Leading Management Consultants, silver category, on par with other consultancies, 2022

*brand eins/Statista*



Marketing, Branding, Pricing  
Sales, Aftersales, CRM

brand eins/special edition Consultancies 2022, together with Statista: Best Consultancies in Germany, No. 1, 2022

*Forbes*



Marketing, Brand & Pricing  
Sales & CRM

Forbes, survey of the best management consulting firms in the US, 3-star rating, 2022

*Finanz und Wirtschaft*



Marketing, Brand, Pricing  
Sales, Aftersales, CRM  
Analytics, Big Data

Finanz und Wirtschaft, survey of the best management consultancies in Switzerland, 5-star rating in Marketing, Brand, Pricing/Sales, Aftersales, CRM, 4-star rating in Analytics and Big Data, 2021

## 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.

For over 35 years, we've been helping companies of all sizes unlock growth and delivering measurable results. Our projects increase our clients' profitability by 2 to 4 percentage points ROS on average. We are especially renowned for our experience in pricing.



### Global presence

Our team of more than 1,700 commercial growth specialists operates from 42 offices in 27 countries. Simon-Kucher is led by CEOs Mark Billige and Dr. Andreas von der Gathen and its Board. Privately owned by more than 160 partners, we operate as a globally connected team, ensuring every client receives the best advice, support, and outcome.

### Consulting services

Our commercial growth specialists 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. From strategies to tangible outcomes, our solutions are made to last.

### Simon-Kucher Elevate

Our digital consulting business puts an emphasis on optimizing the entire customer journey by combining technology, data, and creativity with commercial consulting expertise. A dedicated team offers tailored, best-in-class digital advice – be it on advanced analytics, CRM, data lakes, or digital transformation.

### Simon-Kucher Engine

As Simon-Kucher's own tech company, we deliver innovative, cloud-based software solutions. We support executives in making quick, well-founded, and automated pricing, sales, and marketing decisions in order to increase revenues. Straightforward and built to achieve the results our clients need.

## Facts & Figures

Global locations

42 offices in 27 countries

Average annual growth rate since 1990

+17%

1990 1995 2000 2005 2010 2015 2021

Revenue in 2021

€442.6m

Clients' average increased return on sales thanks to our projects

+2 to 4 p.p. ROS

Share of our business resulting from referrals

80%