

Dr. Georg Tacke

SIMON ♦ KUCHER & PARTNERS

Strategy & Marketing Consultants



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Profile

Dr. Georg Tacke is the CEO of Simon-Kucher. He has been leading the firm since May 2009 (from 2009 to 2016 together with Dr. Klaus Hilleke).

Georg has more than 25 years of consulting experience in the service sector (telecommunications, transportation/logistics, travel and hospitality, B2B services, etc.) and the automotive industry.

He is well-known as a personal consultant and coach. His key specialty is pricing transformation. He has conducted many global pricing transformation programs for large multinational companies.

Georg joined Simon-Kucher just three years after its foundation and became a partner in 1990. Together with the founders and the other partners, he has helped Simon-Kucher to grow from a small German consultancy into a global consulting firm with approx. 980 associates and offices in 23 countries. During his more than 25 years with Simon-Kucher, Georg has taken on several leadership positions: member of the Board, head of the firm's activities in telecommunications, logistics, travel and hospitality and the automotive practice, CFO and CEO.

Georg holds a Master's degree in business administration (Diplom-Kaufmann) and a PhD from the University of Bielefeld. He also studied and conducted research as a visiting scholar at the Stanford Business School.

Georg is the (co-) author of books and numerous articles on strategic business issues, sales and pricing. His latest book *Monetizing Innovation: How Smart Companies Design the Product Around the Price* was published by Wiley in May 2016.