

## Facts and Figures

### Chief Executive Officer

Dr. Georg Tacke

### Board Members

Kai Bandilla, Mark Billige, Dr. Andreas von der Gathen, Joerg Kruetten, Dr. Rainer Meckes, Onno Oldeman, Madhavan Ramanujam, Brad Soper, Dr. Georg Tacke

### Founded

1985 by Prof. Dr. Dr. h.c. mult. Hermann Simon, Dr. Eckhard Kucher, Dr. Karl-Heinz Sebastian

### Ownership

Privately held by the Partners

### Headquarters

Bonn, Germany

### Revenue

2017: €252 million

### Employees

More than 1,100

### Offices

34 offices in 23 countries

Amsterdam, Atlanta, Barcelona, Beijing, Bonn, Boston, Brussels, Cologne, Copenhagen, Dubai, Frankfurt, Geneva, Hamburg, Hong Kong, Istanbul, London, Luxembourg, Madrid, Milan, Mountain View, Munich, New York, Paris, San Francisco, Santiago de Chile, São Paulo, Singapore, Sydney, Stockholm, Tokyo, Toronto, Vienna, Warsaw, Zurich

### Consulting Expertise

Strategy, marketing, pricing, sales, digitalization and transformation

## SIMON ♦ KUCHER & PARTNERS

Strategy & Marketing Consultants

## SIMON ♦ KUCHER & PARTNERS

Strategy & Marketing Consultants



For further insights into how you can develop your own practical strategies for profit growth, please contact us at:

[info@simon-kucher.com](mailto:info@simon-kucher.com)

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

# TopLine Power®

## Focus

For over 30 years, Simon-Kucher & Partners has been helping hundreds of clients around the world address their strategic and marketing challenges. We are regarded as the world's leading pricing advisor and thought leader. Our worldwide practice is built on evidence-based, practical strategies for profit improvement. We focus on TopLine Power® by helping clients boost their top line instead of cutting costs. Our projects typically achieve a profitability improvement of 100 to 500 basis points.

Our clients ask us for support to:

- Develop new business models, winning innovations, and successful growth strategies
- Ensure that they monetize the value they offer to the market through superior pricing, product, sales and brand strategies
- Embrace how digitalization is changing their business models, offer, pricing, and sales approach
- Improve and secure overall profit potential for their whole company

## Global Network

Globalization is a core element of our goals and strategy. This means we have more than 1,100 associates and offices in all key markets to serve our clients. Our international and multilingual team from diverse academic and professional backgrounds offers extensive knowledge and experience in a wide range of industries in both regional and multinational contexts. Our global network spans 34 offices in 23 countries across Europe, the Middle East, the Americas, and the Asia-Pacific. In recent years, we have conducted projects in 80 countries.

## Consultants

Depending on the nature of the problem, we offer our clients a lean and multi-disciplinary team of industry or functional specialists. It is important that every one of our consultants is able to contribute unique and extensive experience to each project, be it a similar problem for a different product or a similar issue in another industry.

## Clients

Our clients come from all major industries. Often they are the leaders in their markets. We are also pleased to count numerous mid-sized companies and hidden champions among our valued clients.

## Industries

- Automotive
- Banking & Financial Institutions
- Business Services
- Chemicals & Materials
- Construction
- Consumer & Retail
- Electronics & Semiconductors
- Energy & Utilities
- Healthcare & Life Sciences
- Industrial Goods & Machinery
- Insurance
- Logistics & Distribution
- Media & Entertainment
- Private Equity & Venture Capital
- Software, Internet, Tech
- Telecommunications
- Travel, Tourism, Leisure

## Consulting Services



## Capabilities

### Strategy

- Growth strategies
- Competition strategies
- New business models and monetization strategies
- Scenario planning
- Market due diligence

### Marketing

- Market/customer segmentation
- Portfolio design
- Branding and value communication
- Digital marketing
- Marketing efficiency and effectiveness
- CRM

### Pricing

- Pricing excellence programs
- Pricing strategies for products, business units, and companies
- Innovative price and revenue models
- Launch and post-launch pricing
- Pricing organization and processes

### Sales

- Sales organization and efficiency
- Omni-channel strategies
- Sales force effectiveness
- Key Account Management
- Channel management, discount/bonus systems

### Digitalization

- Digital strategies
- Business model transformation
- Customer-centric digital approach
- Digital offerings, digital monetization models and pricing
- Go-to-market strategies
- Big Data analytics

### Transformation

- Effective and sustainable strategy implementation
- End-to-end corporate transformation towards commercial excellence
- Transformation of pricing and sales organizations
- Monitoring and KPI systems
- Change management