

Dr. Georg Tacke

SIMON ♦ KUCHER & PARTNERS

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Profile

Dr. Georg Tacke is the Co-CEO of Simon-Kucher & Partners. He leads the global strategy and marketing consultancy 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 international companies.

Georg joined Simon-Kucher just three years after its foundation and became a partner in 1990. With the founders and the other partners, he has helped Simon-Kucher to grow from a small German consultancy into an international consulting firm.

During his more than 25 years with Simon-Kucher, Georg has taken on several leadership positions: member of the Executive Committee, head of the firm's activities in telecommunications, logistics, travel and hospitality and the automotive practice, Executive Vice President and Chief Executive Officer.

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* has just been published by Wiley.