

a
new
fingerprint



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The fortune favours the brave. Facilitating change. Leveraging brand potential.

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Pullach im Isartal, Bayern, Deutschland • 468

Hello and thank you for visiting my profile.

You have identified disruptive elements in your market place?
Your challenge is to create new businesses and sustainable growth?
You have a feeling your brand, company is one amongst many?
You want to deliver great customer experiences and build value?

As an **OUTSIDER** to **YOUR BUSINESS** I can provide 3 kinds of values to support you

- I can help establish value adding, brand building initiatives to **GROW** your business **STRATEGICALLY**.

- help **SR. MANAGMENT** to identify levers of influence on issues of **STRATEGY & BRAND POSITIONING**.

You should be perceived as a leading performer in your industry.

- support **CEO's** to **SELL THE VISION** for **TRANSFORMATION** in changing market conditions.

I am excited to help businesses to unleash unimagined potentials, and provide lateral thinking. As an outsider I am free from internal reservations, and can bring different views to the table.

My executive and entrepreneurial experiences include

- corporate management
- new business development
- brand building
- turnaround challenges

As a consultant I have helped

- analyse and re-structure corporate business
- stakeholders to realize the power of their brand
- developed authentic positioning
- created sustainable brand building content and initiatives

I am deeply fond of family.

I enjoy friends and sports. (snowboarding, biking, golf, tennis, swimming, soccer).

I like music, reading and learning in general.

I have joined Linked in to reach out to medium size business owners and stakeholders.

I am an independant facilitator. My mission is to create excitement for change.