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CEO advise LLC and BBD very pleased about first 6 month of partnership

Strategic alliance gains momentum

Aichtal/Syracuse - CEO advise GmbH in Aichtal near Stuttgart, Germany, an Executive Consulting and Interim Management firm specialized in business development and its strategic alliance partner Brenner Business Development (BBD) in Syracuse, New York, USA are pleased with their first 6 month in cooperation.

“The main objective is to effectively support our clients on both sides of the Atlantic” said Fritz B. Hoering, Managing Partner of CEO advise GmbH. “Our combined network and our professional support and advise has helped clients in a wide area of industries to strengthen their business presence in Germany and the US. We are very pleased about first 6 month of our strategic partnership.”

Mark Lesselroth, Principal of BBD, and this week en route with US clients in Germany: “Our valuable and affordable services are very much appreciated by clients. We have convinced over 40 clients across industries to facilitate their business development using our services.”

Both firms have broadened their offer beyond classic business development and deal making. Corporate financing, joint venture & partner consulting and marketing & PR services were added to the offering of the strategic alliance.

“We are now establishing the representation of companies and US federal states in Germany and coaching German firms settling in US territory.” explained Fritz B. Hoering. “Our clients are very much in favor of our sophisticated intercultural, business and social skills. We are able to eliminate cultural barriers, establish high-performance international sales and adapt business practices of our clients - regardless of country - to result in local success.”

A customer statement brings this to the point: “Working with the CEO advise and BBD alliance is now a real strategic advantage for us. Flexible sourcing of additional and affordable sales and marketing power is an excellent value added to our international activities. We are now even more cost effective by avoiding cultural mistakes and far more successful.”

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