

# CEO advise GmbH

## Company Presentation

Fritz B. Hoering  
Managing Partner  
CEO



### CEO advise GmbH

Business Development  
Interim Management  
Executive Consulting  
Corporate Finance

Kanalstrasse 45  
D-72631 Aichtal  
Germany

Tel.: +49 (712) 781 1099  
Fax: +49 (712) 781 1140  
Mobil: +49 (175) 261 1414  
Mail: [FH@CEOadvise.com](mailto:FH@CEOadvise.com)



# CEO advise GmbH Overview

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- Founder: Fritz B. Hoering, founded 2006
- Corporate headquarters: Aichtal (near Stuttgart), Germany
- Business purpose: Business Development, Consulting
- Consultants: 5 permanent, > 50 in our network
- Offices and partner offices:
  - New York, USA
  - Zurich, Switzerland
  - Bonn & Hannover, Germany
- Equity investments in
  - Most Exclusive Association Inc., Atlanta, USA
  - s'Hexle GbR , Stuttgart, Germany and others



## CEO advise Consulting Focus

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- Business Development in Germany, USA and CH
- Interim management (direct and provider)
- Corporate Finance (PE, VC and M&A)
- International investor agency
- Executive Consulting and Coaching



## CEO advise Service Focus

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- Local and regional company representation
- Exclusive Services, Universal Exports

# Business Development (Content)



- Company and branch launching
- Commission based sales and deal making
- Expansion incl. staff selection, sourcing
- Product launches incl. marketing
- Initial business contacts incl. project management
- Start-up and growth management support
- Sales and technology trainings
- Sales concepts, new distribution channels
- Growth strategies for young and portfolio firms
- Sales promotion and marketing incl. concepts





## Business Development (2)

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- Active involvement:
  - Deal making
  - Leading challenging negotiations
  - Interim Management
  - Achievement of sales and contract targets
  - Innovation management
  - Product enhancements and localization
  - Case individual market research and studies
  - Executing company/branch set-up
- Knowledge transfer
- Enabling the future – enabling a future





# Business Development (3)

- Industry focus
  - Media technology, digital signage, automation technology
  - Information technology, Internet, ecommerce and services
  - Telecommunication, infrastructure, mobile applications
  - High Tech (micro technology, semiconductor, chips etc.)
  - Renewables, Cleantech, healthcare, food and FMCG
- Geographical focus
  - Europe (Western and Eastern)
  - Switzerland
  - USA
  - Other regions on demand





# Interim Management

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- Interim management (up to C-level)
  - Representation on general meetings, conferences and events
  - Help outs (ongoing recruiting, but opening not staffed)
  - Replacements (after the departure or release of a manager)
  - Project management to meet time and budget
  - Management of special projects, special situations in start-ups
  - Crisis management, re-skilling e. g. after a take over
  - Integration management (pre and post merger)
  - Culture change, manager preparation or accompaniment
  - Innovation management (new systems, processes etc.)
  - Management of intercultural or interdisciplinary projects
  - Stand in at sudden events (death or handicap of a manager)



# Executive Consulting

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- Executive Consulting
  - Individual consulting of entrepreneurs, executives and managers
  - Business and private coaching incl. leadership consulting
  - Sparring: Situation check, decision check , assessments, pinpointing alternatives
- Outsourcing consultancy
- Team building, also on C-level
- Culture consulting
- Emotional intelligence, social competence
- Work-life-balance
- Confidentiality guaranteed



# Corporate Finance incl. M&A



- Capital sourcing for Companies
- Investment searches for investors
- Für all clients:
  - Development of a precise search profile
  - Structuring of the investment process
  - Identification of utmost multiple investment options
  - Evaluation of the investment targets
  - Methodical condition optimization (e. g. SWOT, competition)
  - Navigation and execution of the due diligence
  - Negotiations and closing
  - Post merger integration
  - Team building, trainings, re-skilling





## Corporate Finance (2)

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- Investment targets
  - Small to medium companies, where required large companies (revenue € 0 Mio. - € 100 Mio.)
  - Start-up, growth financing (Primaries & Secondaries)
  - Multinational non core areas and subsidiaries
  - Succession arrangements, reorientations
- Industry focus:
  - High Tech, IT, Telecom, ecommerce
  - Renewables, Cleantech, healthcare
  - Food, FMCG
  - All services, incl. non IT based
  - No software





## Corporate Finance (3)

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- Transactions with involvement of Fritz B. Hoering
  - Sale of a Prime Standard company (IT)
  - Merger of two independent group division to a Inc. (IT)
  - Acquisition of a German firm for a Swiss Inc. (IT)
  - IPO preparation (IT), Spin-off of a corporation (IT)
  - Acquisition of a French Inc. for a US group (Telco)
  - Sale of an operating company (aviation)
  - Equity investments of a group Holding in publishing companies
  - Integration of smaller technology firms (Media, energy)
  - Acquisition of a operations company (Solar technology)
  - Multiple PE/VC consulting projects (FMCG, Food, Recycling)



## Corporate Finance (4)

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- Private Equity / Venture Capital network
  - Technology funds
  - Cleantech funds
  - Investment firms
  - Classic Private Equity firms
  - Classic Venture Capital firms
  - Privat banks
  - Family Offices
  - Wealth management
  - Privat investors
  - Own equity investments



# Services

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- Local and regional company representation
- Exclusive Services
  - Guidance for exclusive real estates and journeying
  - Guidance on and procurement of exclusive products
  - Other exclusive services of all kind
- Universal Exports
  - Export and import escorts by suitable specialists
  - Transport of confidential documents, even overseas
  - Confidential checks, reference checks
  - On site check and control of given commitments
  - Check of political feasibility and practicability
  - and more



# Profile Fritz B. Hoering

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- Fritz B. Hoering has a longstanding industry experience as CEO, Managing Director and Board member in international companies operating in Germany, Switzerland and USA:
  - Since 2007 CEO / Managing Partner, CEO advise GmbH
  - Since 2006 Advisor of Most Exclusive Inc., Atlanta, USA
  - 2004-2006 CEO, my-con AG, Stuttgart, Germany
  - 2002-2004 Board member, Secunet AG, Essen, Germany
  - 2001-2003 CEO, Deutsche Post Signtrust GmbH, Bonn, Germany
  - 1999-2001 Board Member, Mediacrypt AG, Zurich, Switzerland
  - 1999-2000 CEO, Ascom iT\_SEC AG, Zurich, Switzerland
  - 1996-1999 Director Accenture AG, Zurich, New York
  - 1995-1996 Managing Director AT&T NCR AG, Zurich, Switzerland
  - 1992-1996 Managing Director AT&T GmbH, Munich, New York
  - 1986-1991 Siemens AG, Munich, Santa Clara, USA, diverse jobs





# References

- References CEO advise GmbH (selection)



VLJ Airtaxi



- References of Fritz B. Hoering





## Summary (USP)

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- Aktive involvement in business development
- Individuality and flexibility makes customers happy
- Interim management (replacements) without a provider
- Integrated thinking and acting: Networking is working
- Not only consultant, but partner of our clients
- Classic M&A combined with individual consultancy
- Offering special services and accepting smaller projects
- Scalable projects along with need, time and budget
- Our biggest strength is target driven implementation –  
that is by what we love to be measured!



## What our clients say ...

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### CEO advise

- ... offers experienced managers with practical experience
- ... conducts general diagnosis and solves as specialist
- ... has anchored a lasting desire for change
- ... has trusted change managers
- ... acts as mediator and mentor at the same time
- ... works integrated (no project feeling)
- ... performs excellent practical implementation
- ... leads the change processes very smoothly
- ... delivers in time and budget

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