

PRESS INFORMATION

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derks brand management consultants awarded “Best Consultant for the Mid-sized Companies”

derks brand management consultants from Munich ranks as one of the best consultant firms for mid-sized companies in Germany. At the 5th Summit of Mid-sized Companies in Germany, former Federal President Christian Wulff presented the company with their prize at the award ceremony held on 29 July 2018 in Ludwigsburg. For the first time, derks bmc rose to the challenge and participated in the complex, scientifically based customer survey which aimed at comparing consultant firms. “We are proud to receive this special recognition which confirms our approach and our performance in innovative strategy consulting. Brands, as intangible value creators with emotional power, achieve growth and profitability. We combine product, brand and distribution to form the cornerstones of successful medium-sized brands”, says Hansgeorg Derks, the founder and owner of the consulting firm.



Hansgeorg Derks, Klaudia Meinert and former Federal President Christian Wulff with the TOP CONSULTANT award.

The “Top Consultant” award, whose media partner is the German “manager magazine”, was delivered to the consulting company for top performance in corporate strategy, branding,

marketing and sales. Here, derks bmc prevailed owing to their elaborate benchmarking based on science, sophisticated analysis procedures and exceptional quality standards. The independent jury headed by Prof. Dr. Dietmar Fink, Professor of Management Consulting at Bonn-Rhein-Sieg University of Applied Sciences with excellent knowledge in the consulting field, honoured the professionalism, customer-oriented consulting services and customer satisfaction with which derks bmc already stood out during the sixth year of its existence.

derks bmc company profile: Added value through excellent brand management

After 25 years as a managing director and CEO of medium-sized brand companies, Derks, who also holds a position as associate professor in Brand Management at the Ludwig-Maximilians-University of Munich, has been providing consulting services since 2012 with his own consulting firm to well-known companies as well as start-ups – mainly companies which specialize in furniture, kitchen, home appliances, consumer-electronics, lighting, architecture and sports. His customers mostly comprise of medium-sized family businesses such as BORA, Hansgrohe, Bang & Olufsen, Rolf Benz and Schüller kitchens. The individual brand positioning is the core component of consulting. “As consultants, we quickly become part of the corporate family”, explains the owner. “This is important for the success and commitment of the employees. After all, we do not want to be a foreign body, but co-creators. In our work, the thing we value most is openness from and to everyone involved in the project. Success can only be achieved if we work together with our client’s employees. This works only if they are consistently involved in our business processes.”

The credo of the management consultancy: A clearly positioned brand increases sales, revenue and profits of a company. According to the experience of Hansgeorg Derks, “companies do not usually have a problem with understanding its challenges but struggle to actually implement the necessary steps for growth. For many, there is uncertainty as to how exactly they should approach brand management and simultaneous sales optimization.”

Examples of proven consulting success stories

derks bmc can look back on a number of success stories. For example, Hansgrohe has long been a part of the consultants’ customer base and entrusted them with repositioning its brands hansgrohe and AXOR. Derks is particularly proud of the success of and with BORA (www.bora.com). As an unknown start-up company, the specialist for ventilation technology entered the market in 2007 with a then completely unknown product – a novel cooktop extractor for the kitchen. After a short time, the consultants managed to position their products exceptionally well, making them known throughout the world and the brand became synonymous with innovation in the kitchen. Today, BORA is already being sold in 58 countries, and has undoubtedly developed the small, previously insignificant niche into a real market. “This worked because the owner believed in brand positioning and consistent brand management right from the beginning. Together we were able to drive the implementation with great enthusiasm.”

Further information: <https://derks-bmc.de/en/>

Contact:

Klaudia Meinert

klaudia.meinert@derks-bmc.de

Tel: +49 (0)89 75999 05 11



derks brand management consultants

Sträuberstraße 18

D-81479 Munich

T +49 89 75 999 05-0

F +49 89 75 999 05-25

info@derks-bmc.de

www.derks-bmc.de

Head office Munich/Germany

Managing Director Hansgeorg Derks

VAT number DE 291214066