

PRESS INFORMATION

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derks brand management consultants scoops the 'Consultant of the year' award

First place in the TOP CONSULTANT competition: former Federal President Christian Wulff hands over the award

Frankfurt. The best of the best: derks brand management consultants from Munich won first place in size category A of the TOP CONSULTANT competition, thereby earning the 'Consultant of the year' title. At the festive award ceremony held during the German SME Summit on Friday, 24 June in Frankfurt am Main, former Federal President Christian Wulff and Hessian Digital Minister, Prof. Dr. Kristina Sinemus congratulated derks brand management consultants on its achievement. Mr Wulff serves as mentor for the consultant competition. For the 13th year running, TOP CONSULTANT identified the best SME consulting firms.

This is the second time that derks brand management consultants has qualified as one of the top consultants, and the first time it has been named 'Consultant of the year'. On behalf of compamedia, the Bonn-based Scientific Society for Management and Consulting (WGMB) scrutinised 191 consulting firms before putting the brand consultants from Munich in the top spot. The competition is based on a survey conducted among small and medium-sized companies who have previously worked with the consultants under review. The survey focuses on the consultants' SME services as well as their innovative spirit. According to Hansgeorg Derks, founder and CEO: "We put ourselves to the test and came out on top. Not only did we receive tremendous praise, but also further recognition of our expertise. And just at the right time, as we're celebrating our tenth anniversary this year. Over the past decade, we have carried over 500 assignments for over 40 clients based in Europe, the US and Asia".



Former President Christian Wulff, Linda Zervakis and Prof. Dr. Dietmar Fink from Bonn-Rhine-Sieg University congratulate Hansgeorg Derks and Klaudia Meinert from derks brand management consultant on winning the 'Consultant of the year' title

About derks brand management and its consultancy services

The Munich-based consultants work with manufacturers of premium products from construction-related sectors, such as furnishing, kitchens, domestic appliances, consumer electronics, sanitary facilities, lighting and architecture. The essence of their guidance forms a distinct brand positioning. Gründer Hansgeorg Derks explains: “Why do some of the providers that we used to know very well as premium manufacturers no longer exist? Because they didn’t cultivate and develop their brands – at some point they just managed them half-heartedly. Countering gradual processes like these is an integral part of our assignment.”

The experts integrate into the customers’ teams, coming up with ideas and acting as sounding boards, often for a long time. “We develop sound strategies, then we take responsibility for jointly implementing agreed tasks and making measurable contributions to success”, affirms Hansgeorg Derks. Consistency and straightforwardness are very much at the forefront here. “We only take on projects if we truly believe in the company, its products and the potential for joint success”, adds Derks.

A detailed portrait of derks brand management consultants can be found on the website www.beste-mittelstandsberater.de

About the TOP CONSULTANT competition

The TOP CONSULTANT quality seal is awarded to firms that offer customer-driven and SME-oriented consultancy services, which are assessed as part of the competition organised by compamedia. The participating consulting firms come under the scrutiny of the competition’s scientific leaders, Prof. Dr. Dietmar Fink, Professor of Management Consulting at Bonn-Rhein-Sieg University, and Bianka Knobloch, who jointly run the Scientific Society for Management and Consulting (WGMB) in Bonn.

Strict scientific criteria apply. For example, the reference customers nominated by derks brand management consultants gave information about the consultants’ professionalism, how happy they were with the consultancy services provided and whether they would recommend the consulting firm to others. For more information about the assessment criteria, visit www.top-consultant.de/pruefverfahren

TOP CONSULTANT’s mentor is former President Christian Wulff.

Its media partner is ‘manager magazin’.

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