

10 years of Lansdowne Germany – a look back as well as ahead

In September 2007, now over 10 years ago, Lansdowne Consulting Germany got its start upon opening its first office in Munich. The headquarters of the newly founded management and strategic consultancy was initially located on Widenmayerstraße, and then from 2009 onwards on the picturesque St.-Anna-Platz, in the heart of Munich’s Lehel district between Maximiliansstraße and the English Garden. The German founding partners Jeff Fenyo and Tobias Hofmann had already laid the foundations for Lansdowne’s successful growth back in 2004 with the opening of the company’s London office. The name “Lansdowne” was chosen at the time because before founding the company, the original team of partners had launched their consulting careers together in the building of the same name on Berkeley Square in London Mayfair.



The founding vision for Lansdowne was to build a leading international boutique consultancy for strategy and management that develops and implements customized, quantifiable project solutions for its clients, and this vision remains the same today. In this context, Lansdowne offers the management teams and investors of medium to large companies more efficient and more sustainable consulting approaches than the established consulting firms can provide. This fundamental approach is built on both creating and fostering outstanding international teams of experienced consulting experts and/or talented consultants as well as keeping overhead costs low.

Lansdowne maintains the flexibility it needs thanks to its ability to draw on an established, international network of freelance consultants as well as its partnerships with smaller, independent consulting teams. Today, this network includes more than 250 proven consultants and specialists. This set-up allows us to put together very experienced and compatible consulting teams at an international level. Our clients are never paired with surprise teams, which can happen (and as experience shows, often does happen) when consultancies create the classic personnel pyramids in which the partners usually do nothing else but sell the projects and the more inexperienced, younger consultants are then called on to implement them.

At the present time, Lansdowne Germany’s core team consists of more than 30 outstanding, entrepreneurial-minded consultants, who take on the role of architects (in a figurative sense) when it comes to developing solutions, building a

team, and the sustainable, qualitative implementation of consulting projects. In this context, the brand Lansdowne stands for the implementation of solutions with measurable results for complex business problems. When carrying out such projects, partners and consultants from the core team are usually paired with experienced experts/specialists from the network.

This approach to consulting has stayed the same from the company's founding until today. Yet during this time, we have continuously expanded our expertise and field of competence and as a result, have considerably enhanced our ability to achieve solutions and successfully complete projects.

Lansdowne's main consulting product is the measurable improvement of strategies and processes, which includes everything from concept development to lasting implementation. Today, this encompasses cost and performance improvements in the fields of strategy, supply chain & purchasing, production, sales, and IT solutions, among other areas.

When viewed by sector, we possess significant experience in the fields of manufacturing (from mass and batch production to mechanical and systems engineering to high technology), telecommunications, retail, as well as in many service markets. Furthermore, in recent years we have built an extremely experienced team and established an outstanding track record in the pharmaceuticals and biotech industries.

This range of expertise and experience today gives us the ability to quickly and very successfully carry out extremely complex and comprehensive

projects across sectors and at the international level.

As such, in recent years our company has also grown into a valuable partner to companies and investors along the entire chain of transactions (acquisition, development, and sale of companies). Here, our expertise in commercial and strategic due diligence projects (we have completed more than 100 commercial due diligence projects since our founding) allows us to recognize and address strategic business risks and opportunities early on. Furthermore, our strategic and procedural consulting skills allow us to systematically and measurably solve the challenges we uncover.

When carrying out consulting projects, Lansdowne's area of actively thus increasingly lies in the implementation of complex, operative turnaround and transformation programs, in particular at small and medium-sized enterprises – but by all means also at group subsidiaries or holdings.

We believe we have unique strength in this area of consulting, and we will continue to develop it. A sustainable turnaround not only encompasses what we refer to as our "sensitive" approach to restructuring with regard to the cost side, but also the repositioning and transformation of the company's top line on the basis of modern sales models or by means of developing and implementing forward-looking digitalisation strategies.

“Lansdowne Consulting” becomes
“Lansdowne & Company”

After a ten-year history of consulting in Germany, we have decided to rename Lansdowne Consulting to **Lansdowne & Company**.



We are taking this step particularly to meet the changing needs of our evolving consulting and business model, which is increasingly focused on the transaction and turnaround environment – in which Lansdowne can also acquire an interest in a firm if it makes sense to do so.

In addition, the new name should better express that we, in many cases, successfully carry out our projects with the help of proven external partnerships. And finally, by changing our name, we want to motivate and support our employees and project teams in further refining their entrepreneurial ideas – including together with our clients – both within as well as outside of the classical consulting framework.

As a result, we kindly ask all of our business partners to use the following contact information in the future:

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& COMPANY

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