

## Who I work with?

CEOs, founders and investors of premium and luxury brands navigating critical transitions — ownership change, international expansion, leadership turnover, or strategic repositioning.

### A FORMATIVE FOUNDATION

*Nearly two decades at Leica Camera shaped my understanding of what it takes to transform a heritage brand into a true luxury icon — with mentoring from Hermès.*

LEICA CAMERA AG · 2002 – 2020

### HOW I INTERVENE

#### BRAND STRATEGY

Competitive posture and credible differentiation in premium markets.

#### PRODUCT & CREATIVE ALIGNMENT

Anchoring creative ambition in product integrity and long-term brand equity.

#### EXECUTIVE GOVERNANCE

Aligning decision-makers around explicit trade-offs and realistic paths.

#### INTERNATIONAL EXPANSION

Translating strategic intent across cultural and organisational contexts.

## Why work with me?

- 01 I WORK AT THE GOVERNANCE LEVEL**  
Brand misalignment is a leadership problem, not a creative one. I address structural causes — not symptoms — ensuring your strategy is executable, not merely compelling.
- 02 I BRING RARE OPERATIONAL DEPTH**  
18 years inside Leica's transformation gives me a practitioner's grasp of what discipline, coherence and long-term patience actually look like in execution.
- 03 I AM INDEPENDENT — BY DESIGN**  
No agency agenda. No campaign deliverables. No trend-chasing. My only objective is to restore alignment between your brand, your product and your leadership.
- 04 I OPERATE IN CRITICAL TRANSITIONS**  
PE entry, repositioning, international acceleration, leadership divergence — these are governance questions with brand consequences. That is precisely where I work.
- 05 CLARITY, NOT COMFORT**  
I tell decision-makers what they need to hear. If misalignment exists, I name it — then help resolve it with precision and without ambiguity.

## Next steps

- 1 DISCOVERY CALL**  
30 minutes. No agenda. We clarify your situation and whether there is a genuine fit.
- 2 STRATEGIC DIAGNOSIS**  
A focused diagnostic of your brand's structural misalignments — delivered as a clear, actionable brief.
- 3 ADVISORY MANDATE**  
Ongoing or project-based — structured around your decision timeline, not a retainer calendar.

### TYPICAL ENGAGEMENTS

- PE or family office entry requiring brand direction
- Heritage repositioning without loss of legitimacy
- Creative & executive leadership divergence
- International expansion exposing structural gaps
- Brand-related due diligence & capital decisions