

Alex Kowatsch

Senior Manager

Background

- Alex has over **15 years of international experience** in strategy consulting and corporate strategy execution, across Europe, Asia and Australia
- He started his career with **The Boston Consulting Group** in Germany, advising Industrial and Consumer Goods clients in Europe, Asia and the Middle East
- He held positions with multinational corporations **Beiersdorf** (FMCG, DAX40) and **Brambles** (Industrials, ASX20) in Germany, China and Australia; in CEO office, Corporate Strategy and Finance
- Alex holds a master's degree in Production Engineering from TU Hamburg and an **MBA from INSEAD**

Sample Project Experience

- **Services Conglomerate – AI roadmap:** Defined three-year roadmap to design and deploy AI use cases for productivity gains and revenue growth, mapped data and AI capabilities against commercial goals, proposed partnership strategies and scoped levels of change management
- **Industrial goods – Post-Merger Value Realisation:** Conducted full-scope diagnosis of post-acquisition value opportunities available to integrated engineered products manufacturer / distributor in areas of product portfolio, manufacturing, procurement, logistics and warehousing, sales network, account strategy and pricing, resulting in concrete value realisation plans for each area
- **Wealth Management – Cost improvement and performance uplift:** Conducted benchmarking of cost base, defined improvement levers and developed investor narrative for inclusion in management's overall value creation plan / vendor due diligence
- **Telco – Enterprise Strategy:** Supported divisional management of a challenger telecommunications firm to define B2B segment opportunities, strategic targets and product / customer / talent roadmaps, to be crafted into a succinct and compelling strategic narrative towards board and investors
- **Private Equity – Due diligence:** Led commercial due diligence and divestment projects in multiple industries on behalf of both strategic and financial investors