

## Independent Management Consultancies Network IMCN

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European

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Professional

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Personal

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*Name of the firm*

**ARCOM Management Consulting**

*Full address (incl. phone, fax)*

**Witikonerstrasse 80  
8032 Zurich  
Switzerland  
Tel +41 44 383 99 66  
Fax +41 44 383 99 67  
E-mail wohlgemuth@arcom.ch**

*Established*

**1989**

*Other offices/daughter companies  
(location)*

**ARCOM AG (Zurich)**

*Responsible person for the  
network*



**André C. Wohlgemuth**

*Name of managing partner(s),  
executive director(s)*

**Dr. André C. Wohlgemuth CMC**

*Total number of consultants*

**3**

*Number of associate  
management consultants  
(at least one entire assignment  
together)*

**14**

**October 2008**

(The profiles of the members are permanently updated. Please ask for the latest version.)

## Independent Management Consultancies Network IMCN

### ARCOM Management Consulting

*Specialisations  
(FEACO classification/  
main fields of activity)*

Corporate strategy and organisation development (change management)  
Human resources, management development (corporate culture)  
Marketing and qualitative market research.

We specialise in designing and promoting corporate strategy, structure and corporate culture projects to develop and reorganise large to medium-sized private companies and governmental organisations. Hence we have varied and extensive experience with the processes of change in all phases: analysis/diagnosis, concept/design and implementation.

ARCOM's organisation is based on project team management involving different specialised consultants from its large network, for each project according to the specific situation.

*Type of clients/branches  
(industry areas)*

From medium to very large companies; mostly leaders in their sector of industry. The experience derives from a wide range of different branches allowing a qualified benchmarking practice:

- consumer and
- investment good industries
- world trade and
- retail
- service industry:
  - e.g. banking, insurance, accounting, consulting, engineering, transportation
- churches, non-profit-organisations
- governmental organisations (e.g. privatisation)

*International practice  
(foreign countries where assignments were completed;  
in order of priority)*

Germany  
Austria  
France  
Hongkong  
Japan  
Principality of Liechtenstein  
USA  
Italy

*Language ability in the firm*

German  
English  
French  
Italian

*Professional membership  
and cooperations*

- ASCO (Association of Management Consultants, Switzerland), honorary member and past president of the executive board
- Member of the Business Administration Faculty of University of Zurich
- SMG (Swiss Management Association/Schweizerische Management Gesellschaft)
- Swiss Federation of Psychologists (FSP)
- The Academy of Management, USA (Managerial Consultation Division)
- ARCOM Network of Management Consultants

*International certification*

CMC (Certified Management Consultant) of IMC, New York, 1993; recert. 6.2003, 11.2006  
Chairman of the Swiss Certification Body (ICMCI representative for Switzerland)

## Independent Management Consultancies Network IMCN

### ARCOM Management Consulting

*Mission statement / consulting philosophy*

Our mission statement of a good client and consultant partnership emphasises our ethical and professional standards:

1. analysing the client's expectations carefully and conscientiously; delivering a detailed written proposal with fixed offer
2. defining clear and realistic goals together with the client (usually with the top management)
3. tailor-made support not only in the analysis and concept phase but also during implementation; helping the client's people to develop the required skills
4. quality aspects and existing clients have clear priority over maximising billable hours or short-term assignments
5. integrating our know-how in project teams consisting of many other specialists; helping to integrate people or consultants from other cultures or abroad
6. building a strong bridge between theory and practice (using the latest methods and keeping the knowledge on the state of the art level)
7. respecting and supporting the standards of ethics of the national and international professional bodies; actively fostering the development of quality standards in the management consulting profession; fulfilling the requirements of certification processes
8. absolute fairness as business partner
9. strict confidentiality
10. passion for the management consulting profession and total commitment to the client's needs

*Credentials (short description of some typical assignments)*

- Type of client / branch (industry area)
- Field of activity
- Assignment summary and results

#### LEADING SWISS BANK

Marketing and qualitative market research

*Development of new markets in Europe:*

Extensive analysis of the leasing market abroad with a team of four management consultants, qualitative interviews with investment goods producers and their clients, competitor analysis, development of business strategy and a two-track concept for successful implementation, systematic search for potential cooperation partners or acquisition candidates, after first negotiations pushing the second track starting from scratch, support in the successful first phase of implementation

#### FORMING THE LEADER FOR BUILDING MATERIAL DISTRIBUTION

Corporate strategy, organisation design, change management

*Ensuring the success of the foreign investors' important acquisition of three players in the Swiss market:*

Delivering «second opinion» on strategy, suggesting and building productive working groups for all key post merger issues with representatives of all three firms. Designing the future «one firm» organisation and active support during the whole change management process. The result of the merger is a new market leader with best achievements also in the profit performance. Very important: No loss of key people since the acquisition.

#### LEADING GERMAN AUTOMOTIVE PRODUCER

Human resources, management development, marketing

*Implementation of a general management tool for quicker corporate culture change:*

Developing a tailor made «management by objectives» system to enhance the customer orientation for the country-wide selling unit; systematic involvement of the top sales management and the sales people; assistance in defining strategic priorities and individual development goals during 3 «MbO»-cycles; quality assurance measures; excellent implementation results, also great organisational flexibility was proven by a later merger with another corporate unit

## Independent Management Consultancies Network IMCN

### ARCOM Management Consulting

*Cont.*

*Credentials (short description of some typical assignments)*

- *Type of client / branch (industry area)*
- *Field of activity*
- *Assignment summary and results*

#### **LARGE CLOTHES MANUFACTURER IN CENTRAL EUROPE**

**Corporate strategy and organisation development/marketing and qualitative market research**

***Developing and implementing a successful new marketing strategy and organisation structure:***

**market analysis, user-need assessment, product innovation, new governance structure, new top management, turnaround of production in three countries (incl. in Asia) and renewal of the whole sales organisation, new strategic business units and profit centers, new brand management, key accounts and special support services; figures now compared to those of competitors are better than ever before (this assignment was carried out with many associate management consultants).**

*Selection of important and well known clients (location)*

**Allianz (Germany)  
Bank Vontobel (Zurich)  
BMW (Munich)  
CR (Cement Roadstone)  
City and Canton of Zurich  
Coop (Basle)  
Credit Suisse (Zurich and Germany)  
Hilti (Schaan/FL)  
KPMG (Switzerland and Germany)**

**Lindt & Sprüngli (Kilchberg/Zurich)  
Ministry of Austrian Government (Vienna)  
Novartis (Basle)  
Rieter (Winterthur)  
Ringier (Zurich)  
DKSH (Zurich)  
Sulzer (Winterthur)  
Swiss Post and Swisscom (Berne)  
and many others**

*Partners / senior consultants short profile*

#### **ANDRÉ C. WOHLGEMUTH - senior and managing consultant**

**After some years practical experience as project manager in international firms (Credit Suisse, IBM) he started with professional consultancy in Switzerland and abroad in 1984: During 5 years he was a project manager for strategy-structure-culture assignments in a leading international Swiss management consulting firm (and member of the executive board); since 1989 with own management consulting firm advising mainly larger firms in their growth's strategy, in their organisation development and often coaching main responsables facing very complex or difficult situations.**

**Education and research: Graduate studies in business administration and applied psychology with master's degree (University of Zurich); doctor's degree (Ph. D., University of Berne); with thesis "Consulting and Organisation Development"; visiting scholar at the University of California, Berkeley Graduate School of Business Administration in connection with a large field research project to analyse the "success factors of companies" (habilitation/professional thesis); professor at the University of Zurich; lecturer at the University of St. Gall (HSG) and Vienna (WU) and others; author of numerous articles and books in the field of management and consultancy.**

#### **URS PETER HINNEN – Senior Consultant**

**After assignments in the fields of accounting (chief accountant in the Middle East), quality control of airlines' ground services and controlling of hotels, 7 years experience as internal consultant in the airline and service industry, 2 years experience as coordinator of change-projects of a city administration, since 1986 experience as a professional management consultant in medium sized and large private and public organisations, part-time mandate as elected mayor of a Swiss community.**

**Priorities: organisational development in the private and public sector, project management, strategic management, new public management, logistics, finance, quality control concepts in service industries, tourism industry, health service, institutions for handicapped, concepts for leadership and staff skills trainings.**