

# TASK FORCE STRATEGIC MARKETING

As a proven specialist in interim management, we offer you new topic-specific task forces.

Every company has its specific needs and major challenges to overcome - this has been exacerbated by the COVID-19 crisis. In the process, things almost always have to happen quickly. Therefore, highly specialised experts take the lead as senior advisors and steer the measures in the right direction - with the necessary know-how and resources. This is always done using your existing possibilities and in close coordination with you. This ensures optimal implementation and rapid achievement of your goals.

## CURRENT CHALLENGES IN STRATEGIC MARKETING

- › New business models
- › Digital acquisition channels
- › Multi-channel marketing
- › Digitalisation
- › Identifying potential
- › Identifying and exploiting opportunities
- › Predictive analytics



## SENIOR ADVISOR

### Dkfm. Siegfried Lettmann

Siegfried is a renowned executive interim manager with a focus on transformation in sales and marketing. His focus is on business models, business development, segment management and digitalisation in sales. He has already been Interim Manager of the Year and has received the Constantinus Award business prize several times at national and international level. As a study leader and lecturer, he trains interim managers at the European Business School (EBS).

## THIS IS HOW WE PROCEED

1. Profound briefing by you to clarify the current situation, objectives, boundary conditions
2. Brief analysis by the senior advisor resulting in a rough concept
3. Decision by you on how to proceed
4. Definition of the need for internal and/or external know-how and financial means
5. Decision by you on how to proceed
6. Assumption of the task by the Senior Advisor and, if necessary, involvement of additional resources
7. Elaboration of the detailed action plan
8. Decision by you on how to proceed
9. Implementation - successful completion – review