

Press release

BBDO Consulting broadens its partners' circle

With Jürgen Schmidt, the management consulting of the BBDO Group enlarges its leaders' team and takes a further partner in at the Munich office

Düsseldorf, 01st April 2008 – Jürgen Schmidt (47) will strengthen the Munich location of BBDO Consulting as of April 1st as Managing Partner and Member of the Executive Board. The graduate in business administration comes from the international strategy consulting Monitor Group where he was as Vice President in charge of the areas of technology, media and telecommunication all over Europe for which he will be responsible at BBDO Consulting as well.

Schmidt started his professional career in 1986 at Otto Sumitomo, Hong Kong, then being concerned with the domain of electronic consumer products. In 1988, he joined the Product Management of Unilever and ascended to the rank of European Brand Manager. Subsequently, within the European leadership at GTP Strategy Consulting, now Gemini Consulting, he took care amongst other things of the client Deutsche Telekom. Furthermore, he was in charge of the Strategy Practice and the Growth Competence Center. In 2004, he moved to the Monitor Group. Jürgen Schmidt is the second partner in row who enlarged BBDO Consulting's leaders' team this year. In March Dr. Hans-Hendrik Puvogel started to work for the office in Düsseldorf.

"We are very delighted to win Jürgen Schmidt as a partner endowed with great strategic skills and marketing expertise with whom we can continue our successful way and advance the new business. His long standing experience in the areas of technology, media and telecommunication as well as his pronounced internationality are real gains for the partners' circle," commented Udo Klein-Bölting, CEO of BBDO Consulting.

BBDO Consulting

BBDO is the top international management consultancy for market-oriented business management. Together with its clients, BBDO Consulting develops and implements strategies for market adaptation and translates them into tangible, behaviour-influencing principles and systems. International blue chip clients and market leaders have trusted its unparalleled expertise in the areas of strategic brand and customer management since the company's inception in 2000. BBDO Consulting builds upon the comprehensive know-how of its staff from both consultancy and industry. Excellent knowledge of local markets combined with a global outlook contributes to their success in offices in Düsseldorf, Johannesburg, Madrid, Moscow, Munich, Shanghai, Tel Aviv and Zurich. BBDO Consulting is part of BBDO Worldwide, one of the leading international agency networks with over 290 offices in 77 countries.

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