

Independent Management Consultancies Network IMCN

European

Professional

Personal



Name of the firm

ANXO Management Consulting GmbH

*Full address
(incl. phone, fax)*

**Bolongarostrasse 103
65929 Frankfurt am Main
Germany
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Fax +49 6192 40 269 29
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Internet www.anxo-consulting.com**

Established

2002

*Responsible person for the
network*



Ralf Strehlau

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

Ralf Strehlau, Dagmar Strehlau

Total number of consultants

11

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

9

October 2021

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

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ANXO GMBH

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

**Managment of Change Processes
Strategy
Marketing
Sales
Finance /Controlling
Procurement
HR managment
Information Technology**

*Type of clients/branches
(industry sectors)*

**Service companies
Retail / Trade
Consumer goods and food
Logistics
Mechanical and plant engineering
Manufacturing industry**

*Consulting products or service
packages (self-developed)*

Value Circle - Tool for the measurement of values in an organisation

Language ability in the firm

**German
English
French**

*Professional membership
and cooperations*

**Bundesverband Deutscher Unternehmensberater BDU
Marketing Club Frankfurt
Berufsverband Deutscher Psychologen e.V.**

*International certification
and date*

**CMC (Certified Management Consultant) the Federal Association of German
Management Consultants BDU e. V., 2014**

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ANXO GMBH

Mission statement / consulting philosophy

ANXO Management Consulting based in Frankfurt am Main was founded in 2002 by the owner Ralf Strehlau and is managed jointly by Dagmar Strehlau and Ralf Strehlau. We are rooted in the area of market-oriented business consulting to create change processes within the business areas strategy, marketing and sales belongs to the key competences. Our key competencies are complemented by our specialised know-how in the areas of digitalisation and human resources management. In addition, we have the experts in our team for compliance issues and M&A processes. The direction of ANXO is always an implementable and sustainable-acting optimisation approach with the aim to implement the developed processes together with our clients in the economic practice. The key competences lie within the combination of idea-, method and process know-how, altogether with a flexible organisation, highly qualified employees and long-term experience of our partners

Credentials (short description of some typical assignments)

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

SUCCESSFUL PROVIDER OF LANGUAGE AND SPECIALISED TRAINING

The client asked ANXO to support the development and penetration of a new market segment, aiming for an increase in turnover. Goal was to address the market segment of management consultancies in a more targeted manner. As a result, ANXO analysed and presented the market segment of management consultancies in detail, including a scoring analysis model for the product portfolio fit. Based on the findings, the portfolio for the targeted market segment was successfully optimised and recommendations for the marketing and sales concept were developed.

INTERNATIONAL SERVICE PROVIDER FOR TRANSACTIONS

ANXO was commissioned to set up a new organisational structure. Within this framework, an executive committee was established and provided with operational support. Another goal was to further develop and establish the corporate culture. In order to increase the acceptance of the new corporate culture, key resources were engaged as change agents. Furthermore, a management structure was established that also enables inorganic growth.

MARKET LEADER FOR THE INTERNATIONAL AUTOMOTIVE INDUSTRY

ANXO was requested to support the implementation of an e-commerce strategy. This included an analyse of the e-commerce performance of the company as well as providing best-practices examples of e-commerce relevant subjects. Based on the findings, ANXO developed a company-specific e-commerce strategy. Within the project, ANXO acted as a coach for the project manager of the company, accompanying him through regular workshops regarding strategy development.

MEDIUM-SIZED FOREIGN FINANCIAL INVESTOR

Due to the strategically determined holding period, the client wanted to dispose of shares in an investment. ANXO was requested to accompany the sale of the company to a strategic investor. Within the framework of the project, a long- and short-list as well as an information memorandum was prepared. As a result, ANXO was able to identify and contact potential strategic partners. Benefiting from our broad management experience and our large existing network in the industry, the sale of the company to a strategic investor was completed successfully.

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ANXO GMBH

Selection of important and well known clients (location)

Airbus Defence and Space GmbH, Taufkirchen
A.T.U. Autoteile Unger, Weiden
Berlitz Deutschland GmbH, Frankfurt
creatrade Holding GmbH, Wedel
ELWEMA Automotive GmbH, Ellwangen
Globus, St. Wedel
Goldwell, Darmstadt
Hanse-Betonvertriebs-Union GmbH, Syke
Haus Rabenhorst O. Lauffs GmbH & Co. KG, Bonn
Lufthansa AirPlus GmbH, Neu-Isenburg
Sanacorp AG, Planegg
Schindler Deutschland AG & Co. KG, Berlin
Trusted Shops GmbH, Köln
UNION TANK Eckstein GmbH & Co. KG, Kleinostheim
Deutsche Woolworth GmbH & Co. OHG, Frankfurt am Main

Partners / senior consultants short profile

RALF STREHLAU:

Ralf Strehlau is the founder and managing director of ANXO Management Consulting GmbH. His main areas of expertise include strategy, restructuring, change management as well as marketing and digitalization. He has been president of the BDU, the Federal Association of German Management Consultants, since 2017.

DAGMAR STREHLAU:

Dagmar Strehlau is a qualified psychologist. After working for Volksbank Weinheim and Deutsche Bahn AG, Ms Strehlau spent several years as a senior consultant and project manager at ANXO, advising companies from various industries. She is a member of the Federal Association of German Psychologists.

JOST BUTHMANN:

Jost Buthmann has over 25 years of experience in the areas of group purchasing, procurement marketing, strategic / operational value creation and supply chain across all operational cost groups, as well as the interface as Head of Internal Services.

CHRISTIAN KERSTEN:

Christan Kersten is a partner of ANXO and brings more than 25 years of experience in transformation projects and strategy development. In his consulting activities, he focuses on the human factor in the context of change and growth.

DR CHRISTIAN KÜHL:

Dr. Christian Kühn is a partner of ANXO Management Consulting GmbH. His consulting focus includes strategy, sales, compliance management, training and coaching. In these functions, he has also served as managing director of medium-sized companies as well as in the management of international corporations

MISCHA TOWFIGHI:

Mischa Towfighi strengthens the ANXO team in commercial topics. He has been working as a management consultant and interim manager in medium-sized companies and international groups for over 15 years. The focus of his work lies in the area of finance.

VOLKER TREFFENSTÄDT:

Volker Treffenstädt has many years of management experience in the areas of e-commerce and multichannel. This is evidenced by his past positions, including managing director of OBI@OTTO, the first DIY multichannel company in Germany, managing director of baumarkt direkt, a joint venture between hagebau KG and the Otto Group, and several management positions at AKSO and METRO AG.