

**Mountains cannot be moved.  
But they can be conquered.**



C O M P A N Y P R O F I L E



## Consultancy from our point of view

- As our client, you are the core of our collaboration; your goals become ours.
- We guarantee you our personal expertise for the definition and realization of your tasks.
- You can always count on our profound business knowledge for problem solving in all phases of our working relationship.
- Our consultancy engagement stands for short or long-term results, which not only include the initial idea or concept, but also the active process to achieve your goals.

A constructive cooperation between client and consultant can only be guaranteed based on mutual trust.

Absolute confidentiality is guaranteed.

Christoph M. Kleindienst

## **Our Consultancy services at a glance**

We manage mandates for all Swiss and international companies located in Switzerland and abroad. Our emphasis is on strengthening entrepreneurial Senior Management such as:

### **Management Consultancy**

- Management coaching at Senior Management and Board level.
- Conception and realization for finance related issues, company set-up, structures and Trusts in Switzerland.
- Realization of Mergers & Acquisitions bringing in partners such as specialized lawyers, tax experts and specialized trustees.
- Company set-up and domicile including complete infrastructure. Start-up-management consulting.
- Conception and realization of financial asset models in Switzerland, bringing in specialized partners.
- Management on time, project-management on time
- Succession-Management, settlement-management for foreign companies in Switzerland
- Project-related HR support for strategically important Management positions.
- Interim management on a mandate level
- Project management on a mandate level
- Long-standing relations with first class Banks in Switzerland (highest discretion granted).

### **Marketing consultancy**

- Marketing coaching at Senior Management level.
- Marketing Core Competence:
  - Brand Policy, Brand Development
  - Corporate Policy, Corporate Development
  - Re-Positioning of enterprises or single business units
- Marketing Development:
  - Development of ideas, strategies and conceptions
  - Management-Processes
  - Operating Procedures, Organizational Structure
  - Marketing Controlling
- Marketing Mix:
  - Corporate Identity and Corporate Image: Development of ideas and conception
  - Brand- & Image Management (value policy, positioning)
  - Market Performance (products, prices, conditions and services)
  - Customer Acquisition (acquisition-processes)
- Interim marketing management on a mandate level  
Project Management on a mandate level  
Project related HR support for strategically important management positions
- Active support for the implementation of various projects on a mandate level.

## Consultant profile

### Education

- Christoph Meinrad Kleindienst, born in Riehen (Basel), Switzerland
- Schools and studies in Riehen (BS), Basel, Porrentruy, Liverpool
- International Tarifeur (Traffic Business Economist)
- Degree in Business Administration
- Various courses of studies/diplomas in Marketing and Management

Strong in strategic issues, integrated thinking, creativity and innovation.

In-depth experience in developing strategies and concepts with the client and bringing it all to fruition.

International experienced entrepreneur and coach, multilingual, loyal, sophisticated and reliable.

Takes care of your business affairs as well as of your personal matters with all due confidentiality.



### Professional Experience

- Several years of experience as Management Associate in various service-oriented companies in Switzerland and abroad.
- Manager of a service-oriented company for international projects. Member of Senior Management and Member of the Board.
- Marketing and Sales Director for an international company in the High-Tech Security Systems business. Member of Senior Management.
- Marketing and Sales Director of VISA cards for a Swiss Bank.
- Marketing and Sales Director of an international Trading and Production company. Member of Senior Management.
- Various mandates as a Board Member for Swiss and International companies.
- Consultant for Marketing and General Management since 1994.
- Registered as a private company since 1998.

## Terms and Conditions

### Duty of carefulness

Creativ Marketing guarantees compliance with client interests while always maintaining professional discretion.

Creativ Marketing treats your mandate with the utmost discretion and is highly sensitive to cost and expenses.

### Terms of contract

Creativ Marketing will only work on a mandate basis. The terms for each mandate are confirmed in a contract. This includes a description of the expected services as well as the financial terms. The contract is written within the parameters of the Swiss code of obligations (OR), which means that the contract can be cancelled at any time by both parties.

### References

Creativ Marketing works in the background of its customers. We treat our clients with the utmost discretion and therefore do not hand out any information or any list of references.

To get more information about us you may also choose the web portal of the Swiss KMU Association "Estarter" - our direct link is: <http://estarter.ch/portrait.asp?=-ld67548>

### Fees, terms

The terms for consultancy are based on a fee/per hour. Project-related, flat-rates per day, week or month may be to be agreed upon in advance. All expenses, i.e. travel-, transport- and accommodation-expenses and any third-party expenses, if any, will be invoiced separately.

### Terms of billing

The invoice is rendered in CHF and will be sent either monthly, or after fulfillment of requested services. A prepayment is requested in cases of extensive mandates. The payments are due as follows:

in Switzerland:                      within 30 days after date of invoice, net amount without any deductions.

Abroad:                                      50% of the invoice in advance, balance within 10 days after date of invoice, net amount without any deductions.

### Applicable law

Swiss Law

### Place of jurisdiction

Exclusive legal jurisdiction is the Canton of Zurich

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Let's just do it – now and together.**

contact:

**CREACTIV MARKETING**  
MARKETING- & MANAGEMENT CONSULTANT

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