



Benno Ganser Industrial Consulting

At a Glance

Strategy, Business Development, and Marketing & Sales Professional, Process Engineering All-rounder, with expert knowledge in the petrochemical and downstream Oil & Gas industries (markets, marketing & sales, processes, structures).

- My professional experience focuses on the development and implementation of innovative and creative solutions for commercial challenges as well as creation and maintenance of successful customer relationships.
- My major competencies are company leadership, business analysis, strategic planning, restructuring, change and contract management, supported by a strong technical background
- A high degree of empathy, an integrative and inspirational leadership style and risk-aware decision-making are my most important personal strengths.
- My inter-cultural competence and working experience in the Middle East, the USA and Europe are very much appreciated by business partners around the globe.
- Integrity, fairness and autonomy are very important for me in the working environment

Project List as Independent Consultant and Interim Manager

BGIC Benno Ganser Industrial Consulting

Independent Consultant and Interim Manager

Member of DDIM (“Dachgesellschaft Deutsches Interim-Management“, Germany’s leading national platform for professional interim management)

What I can do for my Clients:

Consulting and Interim Management for all steps of the Customer Value Chain, in particular:

- Business Analysis
- Strategic Planning
- Company Leadership and General Management
- Restructuring and Change Management
- Business Development
- Technical Marketing & Sales
- Contract Management
- Post-Merger-Integration

Projects since April 2016

1. Consulting for Business Development

- My Task: Business Analysis, Business development and Strategic Positioning for US based supplier in the European petrochemical industry
- My Role: Business Development Consultant
- Time Frame: 6 Months
- My Solutions / Actions: Market and Competition analysis, Marketing Campaign at major European EPC companies, acquisition of inquiries, support for quotes, strategic recommendations
- Results: All quotes from the company were >15% more expensive than European competitors, recommended a substantial cost control program and focus on technical USP development. Received follow-up mandate (see #2)

2. Business Analysis for Debottlenecking

- My Task: Analysis of manufacturing procedures and technical basis strategy of a mid-sized US-based supplier of components to the chemical industries
- My Role: Business Analysis Consultant
- Time Frame: 2 Months
- My Solutions / Actions: Visit of the client and detailed evaluation of his manufacturing processes, analysis of and recommendations for investment options for de-bottlenecking, analysis of technical basis and R&D programs, recommendations for improvements
- Results: Identified substantial improvement potentials which were immediately established, briefed technical management for promising R&D projects which were subsequently started. Customer could quickly reduce his costs and improved market share

3. New Market Development for German OEM

- My Task: Developing a new market segment for a German OEM in the European petrochemical industries
- My Role: Business Development Consultant
- Time Frame: 9 Months
- My Solutions / Actions: Identification of technical applications for the client’s product application, identification of his market potential and competitive positioning in the new market segment, preparation of a “road map”, development of a USP and marketing strategy, active marketing at key customers
- Results: Client applied my strategic recommendations, established contacts at key customers recommended by me, received the inquiries as required

4. Technical Marketing Support

- My Task: Technical Marketing of new products and strategic positioning of a French OEM (Competitor of a former employer) in the petrochemical industries in Germany.
- My Role: Consultant - Technical Marketing and Business Development
- Time Frame: 1 year
- My Solutions / Actions: supporting and finetuning the R&D of the client, developing the USP vs. the main local competitor, supporting the customer in a formal complaint by one of the German customers, positioning the client at major German customers, technical marketing of the new products, acquiring inquiries.
- Results: The client became a secured competitive position in the German market, the complaint was solved, German key customers cooperated with the client in new technical developments

5. Interim Management of a Post-Merger Integration (see separate Case Study)

- My Task: Post-Merger Integration and strategic positioning (“road map”) for a European Group of suppliers to the Nuclear Energy Industry. Special focus was on the cooperation of British and French affiliates.
- My Role: Interim Management Position – General Management
- Time Frame: 1 year
- My Solutions / Actions: Establishment of a joint team to analyze the actual state, develop joint targets, analyze the gaps and develop actions and strategy to close the gaps. Main focus was on joint market strategy and customer support for the new unit, as well as joint operational procedures to ensure a cooperation supported by all sides.
- Results: The new team was formed, joint targets were established, customers became interested in the new unit, new operating procedures were appreciated and used, joint potential was higher after compared to before the merger. I got a follow-up interim mandate.

6. Interim Management - Vacancy Bridge

- My Task: Vacancy Bridge to lead the Business Development for a mid-sized French-British supplier to the nuclear energy markets (follow-up mandate of #5)
- My Role: Interim Management Position - General Management - Business Development
- Time Frame: 1 year
- My Solutions / Actions: The focus was to develop a global strategy for the new unit, to evaluate the potential and competitive situation globally and in Europe, especially in the UK and France. The new unit was established on the market at trade shows and joint customer visits, projects were developed with new customers in the UK and with new partners. At the same time, I developed a new employed colleague to take the position after the end of the mandate.
- Results: The new unit was accepted by the market and the sales potential could be realized to a high degree. Internal frictions could be overcome by new personnel. The hand-over to the internal employee was successful.

7. Interim Management to develop an Unincorporated JV

- My Task: Establishment of a Joint Venture between the Unit described in #5 and 6 with a British partner to bid for and execute a long-term project for manufacturing and supply of nuclear waste management components. The task resulted out of the project #6.
- My Role: Interim Management Position - Project Director
- Time frame: 9 months
- My solutions / Actions: Identification of the project size and capabilities of the group vs. the customer requirements, forming of a joint team to pursue the project, establishment of the legal form of the JV, coordination of the joint legal teams (British vs. French), identification of work plan, procedures and specific work packages for the partners, hiring suitable personnel to further pursue the project, working close with the executive management of all partners to secure the continued support. Hand-over of the JV project to the employees and management of the client after both sides signed the LOI.
- Results: The project size, customer requirements and optimal partner were established, contracts were accepted and LOI was signed, all partners were approved by the final customer, support was secured, the project was successfully handed over.