

MEDTECH BUSINESS NAVIGATORS

marcs group AG is a swiss management consultancy supporting dental and medical devices corporations to make better decisions and implement them effectively.

APPROACH

With experience, know-how, network, curiosity and a strong drive to implementation we support our clients to create sustainable results.

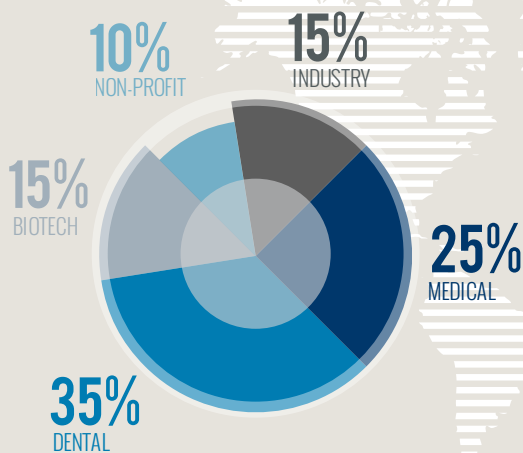
OFFER

We offer tailor-made solutions and unique expert services with strong references to management, communication and marketing.

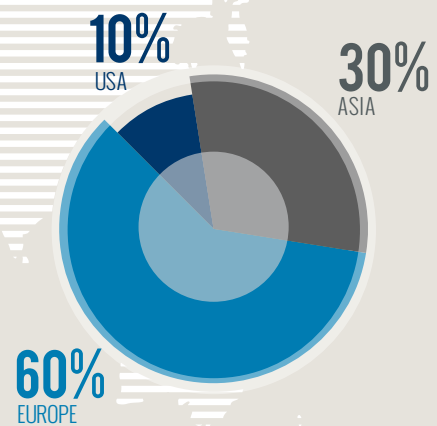
TYPICAL PROJECTS

- business model innovation
- business case development
- go-to-market concepts
- project- / interim-management

AVG. CLIENT PORTFOLIO



AVG. MARKET DISTRIBUTION



YEARS EXPERIENCE

>25

EXPERTS AVAILABLE

60

PROJECTS COMPLETED

>140

Management Support

Change Management
New Business Segments
Business Model Generation
Organization Development
Opinion Leader Policies
Business Development

Market & Sales Success

Customer & Market Insights
Pricing Strategies
Key Account Concepts
Value-Based Selling
From Box Movers to Business
Partners Transformation
Go-to-Market Concepts

Innovation

Platform Concepts
Opportunity Landscape
Product Life Cycles
Supplier Selection
F&E Project Management
Innovation Workshops

Communication

Communication Concepts
Corporate Design
Branding Strategies
Alliances & Stakeholders
Negotiation Techniques
Crisis Communication

Operational Fitness

Beyond Budgeting
Organizational Development
Intellectual Capital Statement
Quality Management Systems
Cross-Industry & Best Practice
Reporting & KPI Tracking

REFERENCES, PROJECT NOTES & PRESENTATIONS

www.marcs-group.com

AIM

Our aim is to be the partner of choice for small-to-medium-sized medtech and dental firms to whom we offer tailor-made projects and interim-management services.

PERFORMANCE

We are determined to create results that improve the performance of our clients by providing additional competencies, know-how and inspiration.

marcs group[®]
DENTAL & MEDICAL BUSINESS DEVELOPMENT