

## MEDIA RELEASE

Frankfurt am Main, February 4, 2020

### Gauly Advisors Continues Its Growth Course

- Prof. Dr. Torsten Oltmanns and Andreas Martin join Gauly Advisors from Roland Berger
- Product and consulting range expanded
- Sixth office opened in Stuttgart
- New brand name and branding

Frankfurt/Main, February 4, 2020 – Gauly Advisors GmbH, a leading partner-led management consultancy for strategy and communications, continues its growth course as it expands its management team to include two renowned communications experts, Prof. Dr. Torsten Oltmanns and Andreas Martin. Both are joining Gauly Advisors from Roland Berger, one of the world's leading strategy consultancies. At the same time, Gauly Advisors is significantly expanding its product and consulting range. The owner-managed consultancy has also just opened an office in Stuttgart.

Founder and Managing Partner Dr. Thomas Gauly says: "We are very excited that we have been able to win Torsten Oltmanns and Andreas Martin, expanding our team with two more excellent consultants. Transformation, restructuring, stakeholder management, and capital market communication are among the most important disciplines of strategic communications in the current economic environment. In these fields in particular, both Torsten and Andreas are among the best in our industry. With the addition of their expertise, the expansion of our product and consulting range, and the new office in Stuttgart, we are taking the next step in the successful development of our business."

Prof. Dr. Torsten Oltmanns is one of Germany's most experienced and distinguished communications managers. A journalist and economist by training, he joined Roland Berger in 2004, after having worked for the strategy consultancies McKinsey and Booz Allen Hamilton as well as for Haniel and Germany's Federal Ministry of Defense. In addition to his consulting activities, he teaches at the University of Innsbruck and at Quadriga University in Berlin. At Roland Berger, he established and developed the

"Executive Communications and Stakeholder Management" consultancy division. Torsten Oltmanns will join Gaily Advisors as Managing Partner by April 1 and support clients from the Berlin and Brussels offices.

Andreas Martin has more than 20 years of consulting experience. A business journalist with a degree in economics, he has worked in senior positions for leading international communications agencies and as Head of External Communications at mg technologies. He is an expert in the fields of stakeholder management as well as financial and crisis communications. Most recently, Andreas Martin was a Principal at Roland Berger and part of the management team of the "Executive Communications and Stakeholder Management" division. Andreas Martin will join Gaily Advisors' Munich office as Managing Director from February 1.

At the beginning of the year, Gaily Advisors opened a new office in Stuttgart to be able to serve existing and potential clients from the region even more extensively. The office is headed by Johannes Fischer, Managing Partner. This means that Gaily Advisors is now represented at six locations – Frankfurt, Berlin, Brussels, Munich, Stuttgart, and Zurich.

While it was successfully developing its business, Gaily Advisors also fundamentally revised its brand identity. In line with its mission statement "Trusted Advisors for Strategy and Communication," the company is placing a stronger emphasis on the personalities in its team of consultants. Also, the company will from now on do business under the GAULY brand name, while retaining the legal name Gaily Advisors GmbH. "In recent years, the name GAULY has become detached from me as a person, and has become established in the market for top strategy and communications consultancies as a brand that is borne and further developed by an experienced group of partners and a first-rate team," explains Thomas Gaily. The new branding is fresher and more up-to-date in its colors and typography. Further to the rebranding, the company's website and social media accounts were also redesigned.

## **About GAULY**

Gauly Advisors GmbH is a partner-led management consultancy for strategy and communications. The company supports CEOs, members of Executive and Supervisory Boards, owners, and Heads of Communications in matters of strategic direction and communication. In particular, this includes media consulting and operational support in critical situations such as crises, restructurings, M&A transactions, IPOs, management changeovers, regulatory processes, and compliance or litigation cases; likewise, consultancy for companies in long-term projects such as cultural and digital change processes, transformation, and strategy implementation.

The company was established in 2012 and has offices in Berlin, Brussels, Frankfurt, Munich, Stuttgart and Zurich.

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