

WHO WE ARE

Auxilium Expatbiz Services
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America's Gateway to Central Europe



**Commercial and Legal
Representation**

**Industrial Advisory and
Management Services**



**Organizational
Design and Coaching**

**Cross-Cultural and
Transitional Development**

Reliable commercial and legal representation



- ❖ **Are you too busy, too far away, or lacking the resources needed to represent your company's or your personal interests in Central Europe?**
 - ⌚ **Manage the expansion of customer and/or supplier base**
 - ⌚ **Asset and investment management**
 - ⌚ **Undivided attention to your asset sales, divestments, and spin-offs**

Individually tailored to your needs!

Strategic cross-cultural and transitional development



- ❖ 30% of relocations end before they have reached productivity – make sure yours it not one of them!
- ❖ Does your international staff match your corporate mission?
 - ↳ Executive business culture briefings
 - ↳ Relocation Services
 - ↳ Moving to a new country: Relocation Cross-Cultural Training
 - ↳ Repatriation Training
 - ↳ Communication across cultures
 - ↳ Cross-cultural conflict resolution
 - ↳ Negotiations on the international stage

Individually tailored to your needs!



Appreciative organizational design and coaching for healthy profitability



- ❖ Over 80% of mergers fail, are you prepared to succeed?
- ❖ Is your organization aligned with your strategic vision for Central Europe?
 - ⌚ Merger excellence – enabling mergers that work from the start
 - ⌚ Strategic alignment and shared visioning
 - ⌚ Enterprise renewal across cultures
 - ⌚ Leaderstart® – team on-boarding
 - ⌚ Transitional leadership coaching

Individually tailored to your needs!



Industrial advisory and management services for investors



- ❖ **Are you in search of deep industrial experience in specified industries for your activities in Central Europe ?**
 - ⌒ **Industrial advise in acquisition projects**
 - ⌒ **Operational and business due diligence**
 - ⌒ **Increasing company value following an acquisition**
 - ⌒ **Post Acquisition Services**
 - ⌒ **Turnaround, restructuring and crisis management**
 - ⌒ **Portfolio-Management Service**
 - ⌒ **Interim Management**

Individually tailored to your needs!

AURELVEST

The Alliance

OUR EXPERTS:

Dr. Frank Herdmann

Reliable commercial and legal representation

Sandy Weiner

Appreciative organizational design and coaching for healthy profitability

Professional cross-cultural and transitional development

AURELVEST

Industrial advisory and management services



On June 1st, 2012 we formed an alliance of experts in different fields to deliver services and products for companies and individuals with business or other economic interests in Central Europe. On May 1st, 2013 AUREL VEST joined our alliance.

MISSION STATEMENT

Together we create value across cultures!

STRATEGY

Our strategy will enable us to reliably represent our clients' interests, professionally empower them in new environments and provide for their rapid strategic alignment and integration for healthy profitability.

Dr. Frank Herdmann – Lead Manager

OUR EXPERTS:



Dr. Frank Herdmann
(born in 1957)

Reliable commercial and
legal representation

- ↳ Sales and Marketing
- ↳ International Finance, Export Finance, and Barter Trade
- ↳ Project Management
- ↳ Commercial Real Estate
- ↳ Corporate Finance
- ↳ Administrative Control
- ↳ Public Relations
- ↳ Merchant Banking
- ↳ Labor

C-level manager with a legal, financial, and operational background. Demonstrated track record in generating improved efficiency and higher profit margins. Fluent in English, educated in the US and Europe. Highly-skilled at working in multiple targeted assignments in both the public and private sector.

Managing Partner of Auxilium Management Service

Dr. Frank Herdmann – Previous Engagements



Mediation: In the context of restructuring a European Group and simultaneously concentrating the business in Germany to its core activities a management buyout of a German subsidiary was in a critical phase. The core challenge was to explain the goals of each party to the respective other party in view of their different concepts and cultures and to find a fair balance for the antithetic interests of the parties.

Business Area Analysis (Property Management): A global service provider, active in all areas of commercial real estate, requested an analysis of their German property management and shopping center management lines of business. Analysis and recommendations provided by Auxilium Management Service covered the organizational structure, workflow management, risks resulting from the structure of the managed portfolio, and operating expenditures and income potential attributable to the core portfolio assets.

Roadmap for the Implementation of an Organizational Manual: Auxilium Management Service registered the national and international service regulations, and developed the concept of a uniform organization manual applicable to all the German entities of a global real estate services provider.

Complaint Management: Auxilium Management Service developed complaint management procedures for a corporate client with multiple businesses nation-wide. These are being incorporated as a core element in this client's relationship management routines.

Dr. Frank Herdmann – Previous Engagements (continued)



Internal Audit: Auxilium Management Service designed and prepared the implementation of an internal audit process for a large corporate client. Elements of the process included an audit charter, planning the internal audit, execution of the internal audit, and post-audit action rules.

Risk Management: Auxilium Management Service collected, organized and rationalized a client's set of national and international enterprise risk management regulations. These regulations were modified to conform with both German and American regulatory requirements for listed companies. Their implementation was prepared in cooperation with key stakeholders.

Identification of a Site (Assessment of Approvability) for the Construction of the Prototype of a New Facility to Generate Electricity from Regenerative Energy: The client, a technology start-up, develops facilities to generate electrical power from regenerative energy using new technologies. To ensure a construction permit, sites suitable for a prototype have been identified in the state of (Land) Brandenburg.

Renewable Energy (Recommendations and coordination of activities): Merging its Corporate Finance activities in Europe, a US-based client contracted with AMS to assess the integration process of its renewable energies group. AMS made specific recommendations for centralized management of this line of business in the client's various European offices. The client has implemented those recommendations and in a follow-up mandate AMS supported the team of client and coordinates their activities in Germany.

Dr. Frank Herdmann – Previous Engagements (continued)



Organizational Manual for Public Transport (Centralization of Business Processes): The Public Transportation Services of a major city in Brandenburg maintained a »Management Compendium« (MC) as part of their EFQM-activities. This MC was disburdened from out-dated dead weight and received a new structure. All business processes were removed and reunited in a new Organizational Manual (OM). By reducing the number of accessible documents, aligning the new structure to the enterprise, and by improving the layout, transparency increased and user resistance decreased thereby.

All documents within the MC were screened for timeliness. If they were not transferred to the OM they were made available to staff in a knowledgebase data center or archived for executive management access only unless deleted altogether. All other storage locations in the system were closed to documents not part of day-to-day handling.

The rules for routine updating of the OM were established in a new business process.

Sandy Weiner, M.ED., M.C.C. – Managing Member

OUR EXPERTS:



Sandy Weiner
(born in 1956)

Appreciative organizational
design and coaching for
healthy profitability

- ↳ Over 30 years Master Coach Supervision and Training
- ↳ Strategic Alignment and Planning
- ↳ Large Scale System-wide, cross-cultural Integration Projects
- ↳ Human Resources Management for Post-Merger Integration
- ↳ Systemic Organizational Psychologist
- ↳ Shared Visioning and Conflict Resolution
- ↳ Coaching Leaders for Rapid Systemic Cross Cultural Change
- ↳ Change Management
- ↳ Marketing

Rich background as a coach, leader, and facilitator of human resources solutions which lead to real, sustainable business success. Brings in a trained psychologist perspective combined with business experience as a leader of flourishing ventures with the ability to understand and solve complex issues.

Managing Partner of 1-Focus

Sandy Weiner, M.ED., M.C.C. – PROFESSIONAL OVERVIEW



Organization Development

Wide range of experience assisting corporations and groups discover shared visions, missions and values, creating visions of the future, as well as finding common ground and identifying historical corporate strengths, talents and interests:

- 🕒 Working with the Town leadership of a former East German Border City: designed and led the Renewable Energy Model City.
- 🕒 Designed and facilitated a successful change process for a former east-German town, brought the various conflicting East-West and government factions and cultures together to address a massive budget deficit . In one year the town was out of debt and growing.
- 🕒 Facilitator, Parliament of World Montserrat and Barcelona (Spain).
- 🕒 Consulted and documented the Benton Harbor/St. Joseph, MI (USA) community development project.
- 🕒 Created and implemented a cohesive PMI strategy for the integration of 5 companies and 60 branch offices.
- 🕒 Provided large scale consulting and coaching to an international consulting firm. Resultant restructuring improved both internal and external communications by developing a group picture, greater cohesiveness and focus. Introduced participative change, which enhanced flexibility and the ability to compete in a new marketplace during recessionary times. The new venture became profitable in a year.

Sandy Weiner, M.ED., M.C.C. – PROF. OVERVIEW (Organization Development continued)



- ⌚ For a major insurance company's Senior VP of HR, created a new concept of retraining and skills transference in lieu of layoffs. The company successfully implemented the approach, saving millions of dollars in restructuring, layoff, outplacement and re-staffing costs, while creating an increased level of productivity and employee engagement.
- ⌚ For a large food retailer, provided consulting services to IT management, developing career paths, training in interview techniques and hiring criteria and a new IT structure, reducing turnover from over 100% per annum to under 10%.

Management and Supervision

Profitably managed: a start-up high tech recruiting firm; the technical placement division of a multi-service recruitment firm; consulting practice; specialized training business; and a novelty item distribution company:

- ⌚ Extensive experience and proven managerial ability in budgeting, staffing, training, termination and performance evaluations for corporations, educational organizations and professional associations.
- ⌚ Managed National Recruiting staff of an international Consulting Services company.
- ⌚ Managed and developed Fortune 500 accounts for a U.S. Consulting Services company, achieving more than \$3 million in annual sales in recessionary times.
- ⌚ Organized and coordinated trade shows, job fairs, and professional association programs.

Sandy Weiner, M.ED., M.C.C. – PROF. OVERVIEW (continued)



Training/Development/Communications

Coached start-up companies' management in the development of business plans and market strategy, thus helping visionaries put their dreams into action. Worked extensively with executives of corporations in career planning; exploring life motivation, goal setting, visioning, as well as, examining historical achievements, and life missions:

- ⌚ Have written two train-the-trainer manuals: One on large scale change through employee engagement and the other on motivation.
- ⌚ Designed and presented customized training for clients, enabling rapid change to occur.

Coaching, Career Development, Employee Relations

Over twenty years of experience coaching and mentoring all levels of employees and clients on business development, career planning, family and personal issues and retirement/second act planning:

- ⌚ Provided mentoring, master training, supervision and coaching to coaches, coaching and consulting firms to help them raise their coaching skills, awareness and effectiveness.
- ⌚ To CIO's, CFO's, CEO's, Managing Directors, Senior Managers and small business owners, provided coaching services to address a wide range of business and personal success issues.

Sandy Weiner, M.ED., M.C.C. – PROF. OVERVIEW (Coaching, Career Developmt, ... contnd.)



- Within first three weeks of career center operation, supported by 30 consultants, established focus group workshops, a comprehensive workshop schedule and network support group schedules to meet the diverse needs of 2,500 “surplus” (former and retiring) IBM employees.

Staffing and Recruiting

Structured career pathing strategies that effectively reduced turnover and improved the overall working environment for a number of clients, conducted salary surveys to establish market compensation competitiveness and developed bonus plan options:

- As a National Recruiting Manager, initiated successful cost-reducing programs: International and National Referral Programs, National Employee Referral Program, Career Fairs, National Advertising, and In-house Recruiter Referral Program.
- Screened, recruited and negotiated with hundreds of executives, middle managers and specialists in search/contingency practices and corporations.
- Original creator & pioneer of the Job Fair concept (versus Career Fair) in 1981.

AURELVEST GmbH – Associate Member

AURELVEST, FRANKFURT AM MAIN



Dipl.-Ing. Thomas Maetzel
(born 1956)

Founding Partner: Aurel Vest,
Frankfurt am Main

Industrial advisory and
management services

Experienced managers with long-standing C-level careers and Interim Management from diverse industry sectors:

- ↳ Anita Davisson; i.a. Managing Director ABN AMRO Bank; Partner PwC
- ↳ Markus Dorsch; i.a. CFO Ronnefeldt KG, B2C; Manager KPMG
- ↳ Axel Franke; i.a. Managing Director Keramchemie; CTO Zimmer AG
- ↳ Thomas Hillmer; i.a. COO Europe ClientLogic, Member of the Executive Board Genuport Trade AG, COO SNT Deutschland AG
- ↳ Thomas Maetzel; i.a. CEO of Rheinelektra Technics and CFO of LURGI Oil, Gas Chemical
- ↳ Thomas Pflug; i.a. COO RWE Solutions AG and Director IBM Germany
- ↳ Rolf Rickmeyer; i.a. Member of the Executive Board of Lahmeyer AG and of EM.TV AG
- ↳ Eberhard Spittler; i.a. CEO Stein AG and Managing Director of Subsidiaries of HeidelbergCement AG

Aurel Vest's experience covers the following Industries: Raw Materials, Machinery, General Plant Contracting, Manufacturing, Metal Processing, Automotive Supply, Railway Technology, Electronics, Power and Utilities, Clean Energy, Solar Technology, Industrial Services, Aircraft Maintenance, Building Materials and Building Technology, Engineering Services, Facility Management, Telecommunication Equipment, Information Technology, Media, and Retail Trading.

AURELVEST GmbH – Previous Engagements



Consumer Electronics: As CFO general operational and financial restructuring of the company with focus on customization of the business

Shipyard: Turnaround Management and restructuring, CFO (Interim Manager) with emphasis on recovering and restructuring a company in a severe crisis

Machine Tools: Restructuring and Management support: standardization, enhancement and optimization of the group-wide controlling system

Packaging Film Manufacturer: Transaction advisory of a potential investor

Solar Power Plant: Transaction advisory/exit management: repositioned the company and search for an investor

Machine Tools: Turnaround management, general operational and financial restructuring of the company, CRO / CEO (Interim Manager)

Plastics Machinery: Profit and value enhancement by development and implementation of an action plan for operational profit improvement and financial optimization with the objective of preparing the company for acquisition

AURELVEST GmbH – Previous Engagements (continued)



Foundry: Turnaround management, restructuring and customization for profit enhancement and adjustment to lower capacity demand

Industrial services for power plants: Business Due Diligence developing potentials for value increase and analyzing the project profile for its risks

Building Services: Business Due Diligence, development of an operational excellence program and a post-closing strategy for buy and build

Metal Parts: Business Due Diligence

Refinery for used oil: Operational Due Diligence, evaluation of plant equipment and process technologies

Building Material, Mining and Production: Development and execution of a strategic and operational profit and sales enhancement program in all functions of a major division of the company

Power Plant services and piping: Business und Operational Due Diligence: evaluation of risks in mandate portfolio

Thermal Solar Energy: Project management for the construction of a Thermal Solar Energy Plant in Israel

AURELVEST GmbH – Previous Engagements (continued)



Metal sheet rolling: Due Diligence: operational analysis of the target company and its market position, evaluation of management

Automotive supply: Development and execution of a restructuring program in all commercial and financial functions of the company

Foundry for iron and steel parts: Review of the complete functions of the business, development and execution of a task force program to enhance results and to improve the cash flow situation of the company

Industrial services for corrosion protection: Due Diligence: development of a concept for a take-over of the company from bankruptcy

Machinery and equipment: Strategic concept: systematic search for suitable cooperation and acquisition targets, generation of a short list, contacting owners, management and shareholders, initiating the negotiations

Machinery (textile machines): Strategic development: systematic search for suitable cooperation and acquisition targets, generation of a short list, contacting owners, management and shareholders, initiating the negotiations

**Thank you very much
for your attention!**

For more information please contact:

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