



## cayla communication

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Januar 2012

It is our pleasure to introduce our new cayla group colleague, Michael Tackenberg, who joined us as Senior Director January 1<sup>st</sup> 2012.

After graduating from Mannheim University, Michael Tackenberg worked for well over 25 years in sales + marketing, including several years in South Africa, occupying senior management positions (MD, CEO) in renowned international organizations in various industries, e.g. Freudenberg Gruppe, Adidas, Falke, Rowenta, Rothenberger.

His experience includes building up and heading subsidiaries in Germany and abroad, developing brands, defining sales and marketing strategies and launching the relevant product ranges. He also attended the Executive Education program at INSEAD, Fontainebleau (F).

Since 2000 Michael Tackenberg has been active as a management consultant in turnaround, interim management, mergers + acquisitions and international sales + marketing.

In 2003 + 2004 he was part of the cayla group team involved in a restructuring project of Hagemeyer Germany, which cayla group executed from 2002 till 2004. His role was to head the restructuring of the loss making consumer electronics retail unit (Elektrohaus Fröschl) in Bayern. He also supported the divestment process of the Elektrohaus Fröschl retail stores to companies like Media Markt, Euronics and Electronic Partner.

Michael Tackenberg is going to join cayla consulting group as Senior Director assuming responsibility together with Alexander Adelmund in Germany and Central Europe for all business activities in the trade + industry sector. He will also be involved in restructuring and mergers + acquisitions projects. He will mostly be working from the München Head Office.

We are looking forward to a long, close + successful co-operation and numerous projects in Germany and all over Europe for our existing and new clients.

Alexander P. Adelmund  
Managing Director

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