



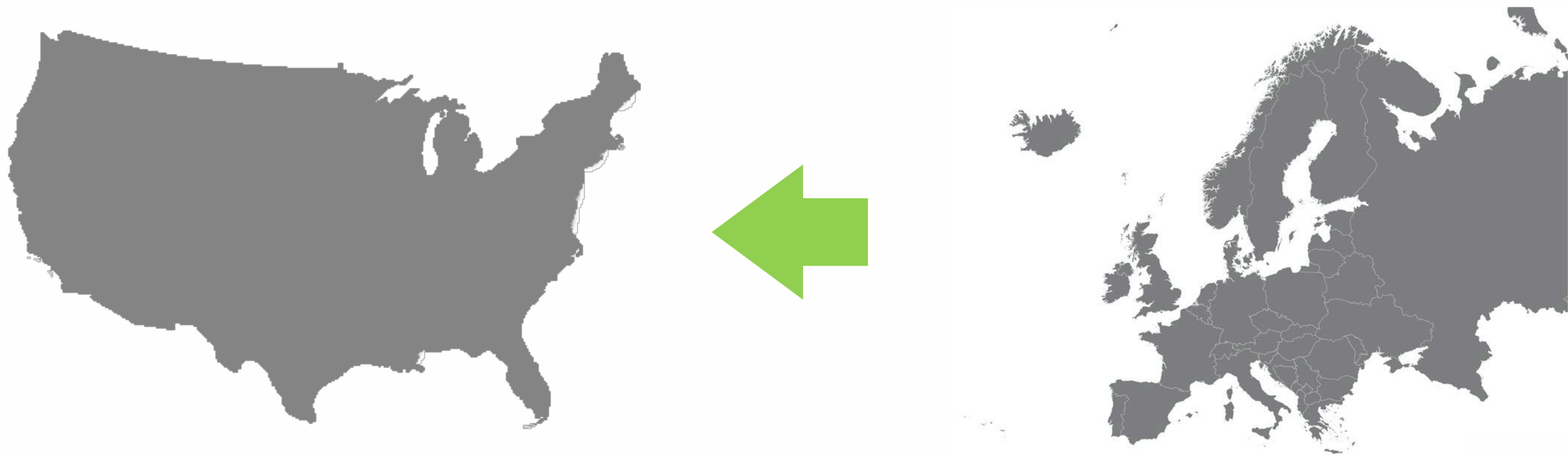
**Your Vision and Our Expertise
create Your Success.**

[going west]

Wherever you are in the world, **expanding your business** is always a challenge - even more so when the new territory is an entire ocean away, the **United States of America**. The best thing you can hope for is finding **the right partner** who can conceive an idea and develop the right game plan with you from the very beginning.

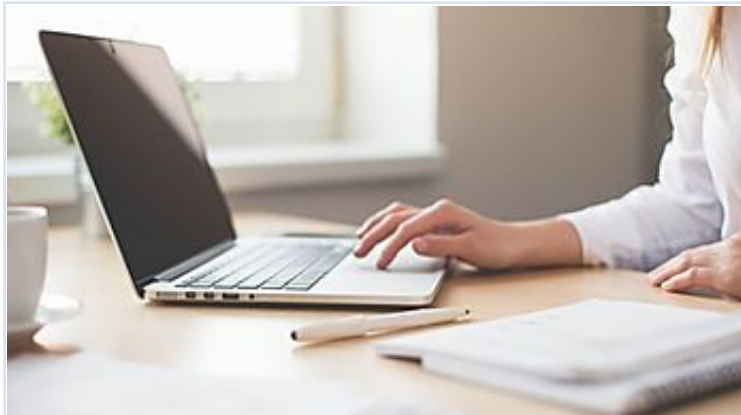
For over 14 years, **The Executive Consulting** has helped clients conquer the American market. As an established boutique consultancy firm with an Austrian/ German background, our expertise is trusted by European companies seeking to enter and expand their presence in the US market. Headquartered in Atlanta, Georgia (USA), **The Executive Consulting** provides the right amount of guidance and support for our clients' vision.

The future is bright: **Let us help you create your US success story.**



We will provide you with an initial “thumbs up” for your ideas, give you an estimation of the costs of entry and different operational scenarios — a process we have deemed the “**echo-chamber**.” Should we find that now is not the perfect time for your venture, we will not hesitate to press pause and save your resources for a better moment or another opportunity.

If the time is right and the vision is ready, so are we. **TEC will support you in reaching your US expansion goals.**



Business Development

New market region? New product in need of proper market positioning? Planning an acquisition? It all requires a well-prepared strategy and the right timing - perhaps the most overlooked but crucial component in successfully transitioning to the US market. We offer planning a sound strategy with you and also ensure it leads to the level of success you defined on day 1.



Research and Product Launch

Based on your vision, the dynamics of your team, and the resonance of your potential buyers, we are with you every step of the way. Our experienced and knowledgeable research team ensures that you receive the most valuable input and access to the best product champions, top influencers, early adopters, focus groups, online marketing service providers, special-themed network groups, and ultimately, product buyers.



Full Service Business Operations

A major challenge for European companies entering the US market is staying focused on their own core tasks. We help you by taking care of all necessary operational requirements to keep your company growing, including partial to full business operations, talent acquisition, and more. Instead of giving up your market presence to a re-seller or US trading partner, you can have full control of the US market.



Business and Marketing Strategy

We make the strategic process easy for you by helping define your strategy from a quantitative but also a qualitative perspective. A solid business strategy goes hand-in-hand with your marketing strategy. This is crucial for communicating your motivation and expectations to partners and employees.



Andreas Boedenauer, Founder/ Owner
Strategic Positioning and Business Development

Highly experienced and trusted adviser for company leaders. He strategizes expansion plans together with clients and supports business executives in creating profitable transnational businesses in the North American market. Company leaders receive executive-level support from the first idea until the finalization of their start-up phase.



Barbara Boedenauer, Partner
Project Management and Operations

Accomplished operations administrator for new business expansions in the US. Supports clients from the first call to the final steps of their business launch in the US. Her range of support includes control of compliance and optimization of all administrative requirements, including incorporation, banking, HR, and immigration. Over two decades of experience in the field allow her to find the best and swiftest solutions for clients.



Holger Zerfass, Partner
Research and Market Entry Execution

Business Development expert with experience in working with organizations across multiple industries. His understanding of how relevant markets function, coupled with the ability to identify points of leverage, allows clients to pursue growth opportunities in existing and untapped markets. His expertise in finding ideal partners and vendors helps clients to focus on their vision and products. Creating the optimal organizational network through his high-level research allows clients a seamless execution of their US success strategy.



Viraj Patel, CPA
Business Accounting and Tax Service Specialist

Experienced US Tax and Accounting Expert for entities with European and other International Parent Companies. Advises clients during initial set-up in accounting and tax topics. In addition to providing US tax and accounting support, he also manages international consolidations for each of the entities. His services include Financial Statement Analysis, Cash Flow Management, US Tax Planning, and resolving tax controversies, as well as tax notices.

[selected projects]

Unlike single-service providers such as legal, finance, insurance, etc., **we consider all aspects of a US business operation** and, to whatever degree our client desires, are actively involved in the execution. Our active involvement offers us a unique, trust-based client relationship, something that we highly value and are known for in the field.



Our client is a **leading-edge technology business** among the 10 fastest growing companies in Austria in 2019. TEC was first brought on board to draw up the US Business Strategy. In the next phase, we helped our client **set up their US operations**, completing the incorporation (done in close coordination with the parent company), taking on administrative tasks, recruiting highly-skilled niche staff, and guiding and supporting the continued expansion of the US company. **TEC has remained actively involved in doubling the number of employees** and facilitating the realization of exceptional, but attainable business goals for each of the first three years that the US location has been in existence.



Based on the latest medical and nutritional research, this **cutting-edge food supplement company** has quickly gained traction in its European core market, attracting a wide range of interest from customers and investors alike. After successfully launching their first product in Europe, our client made the strategic decision to expand into the world's most challenging food supplement market: the USA. TEC was involved in the early expansion stages (see services Echo Chamber), and when the timing was right, our client tasked us with **finding the perfect network of partners to support a rapid, direct-to-consumer market entry**. We provided guidance for **navigating the crucial regulatory requirements** (i.e. FDA, Customs Authorities), and created a network of services that let the client focus on their product, message, and most importantly, customers.



Our most recent project came about during a globally tumultuous period (April 2020). The prominent client, headquartered in Austria, has been in business for over 50 years and is the **world's leading manufacturer of polyolefin and fluoropolymer products**. The company offers special solutions in construction and insulation, medicine and hygiene, packaging, the cable industry, and automotive and technical textiles. Their products are known in energy, data, and specialty cables industries, for which the renowned company produces films, labeling tapes, and laminates. **TEC provides full administrative services for their business expansion in the US**. We advise, assist, and support during the start-up phase, including incorporation, office logistics, and sales expansion.

[next steps]

- ❖ For the **latest updates** please review our website www.tec-us.com for news on our projects and services.
- ❖ For more information and to **kick off a conversation** please send us an email to info@tec-us.com to connect.
- ❖ For a chance to **get to know us** in an initial 30 minutes personal conversation give us a call at **+1 (678) 893 0983**
- ❖ For a personal face-to-face **meeting**, stop by our offices
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