

Philip Daus

Director at SIMON-KUCHER & PARTNERS, Strategy & Marketing Consultants in Madrid, Spain.

EXPERIENCE

•Has been working with SKP for more than 7 years and, as project leader and head of the Spanish Competence Centers for Consumer Goods, Building Technology, Tourism, and Retail, has realized projects for leading international companies such as Uralita, Pepsi, Leche Pascual, and Renfe.
•He is specialized in pricing processes, product price setting and implementation, as well as optimization of discount systems.
•Associate professor in the master and executive master programs of I.E. Business School and the Universidad Complutense de Madrid, author of many articles about price management (incl. Harvard Deusto, Marketing + Ventas, Expansión, Cinco Días, Aral),
•Codirector of the European Pricing Study 2009.

ACADEMIC BACKGROUND

• MBA from I.E. Business School and was admitted to Beta Gamma Sigma
Honor Society for extraordinary academic achievements.
•Graduated "cum laude“ in Business Studies and Economics from WHU Vallendar, Germany,.
• During his studies he worked for two years in companies of several industries in Germany, Spain and Portugal.