

News



Management Board augmented Dr. Wolfgang Lindheim (47, photo above) is the new CFO of Porsche Consulting. Since August 1, 2008, Dr. Lindheim has been responsible for the portfolios of finance, controlling, human resources, and IT. Simultaneously, Eberhard Weiblen (44), hitherto sole managing director of Porsche Consulting GmbH, was named Chief Executive Officer, CEO. He will in future be responsible for the consultancy business, strategic development, and marketing.

The Executive Board of Porsche AG took the decision to augment the Management Board because of the rapid development of Porsche Consulting. Porsche's consultancy company currently employs around 200 staff mem-

bers, and achieved a sales volume of €45.8 million in the fiscal year 2006-'07.

"In Dr. Lindheim, we have gained a colleague who brings with him a wealth of international experience. We are thus increasing our capacity and expanding our entrepreneurial radius," says Eberhard Weiblen. Dr. Lindheim, born in 1960 in Austria, studied industrial engineering and management at the Technical University of Graz, Austria, where he received a doctorate. He then worked at McKinsey for six years before moving to Porsche AG in 1994 to become Departmental Manager in the Strategy Department. Since 1999, he has been a member of the Management Board of the subsidiary Porsche Cars North America Inc., Atlanta, GA., USA, as Chief Financial Officer.

New seminars for doctors Porsche Consulting is now also making its experience in the medical field available to physicians in private practice. "Change Processes in the Doctor's Office" is the title of the one-day seminar at the Porsche Academy. In it, experienced trainers explain ways of improving cooperation between health professionals and their staff. Simulations and group work show seminar participants how they can optimize flows in their offices, with no unnecessary waiting time for patients or periods of inactivity for employees. "A well thought-out organization and tight process flows raise patient and staff satisfaction levels. That makes every physician's office more attractive, and hence more successful," says Eberhard Weiblen, the CEO of Porsche Consulting.

The staff of Porsche Consulting has gathered solid experience in implementing change processes in hospitals in the course of some thirty consultancy projects in clinics to date. The Porsche Academy programs are aimed not only at medical staff, but also at the staff and management of a range of industries. Each year, over 2,500

participants attend these courses. Information, seminar programs and application forms for the Porsche Academy can be ordered by phone (+49(0)711 911-1 21 20), or downloaded directly from the Internet (www.porsche-akademie.de).

Destination Zugspitze Information, motivation, and action for a good cause. The annual Porsche Consulting weekend is traditionally held against the background of a particular challenge. This time, the 200 members of staff wanted to aim high. They met from July 18 to 20 at the Zugspitze, Germany's highest mountain at 9,718 feet above sea level. The three-day event began in the Zugspitze village of Grainau, with a presentation by Dr. Michael Spitzbart on "Burning Enthusiasm, Not Burning Out." The next day, the consultants went to work. Together with craftspeople from the town of Garmisch-Partenkirchen, they built a climbing refuge, which they donated to the German Alpine Association to be set up in the Höllental valley near Grainau. "We always want to make a difference and change things for the better, just as we do for our customers," says Eberhard Weiblen, the CEO of Porsche Consulting.



Photo by: Stefan Wernz

The hills are alive: The Porsche Consulting team

Caracho

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Porsche Consulting: Mission Mediterranean

The United Internet Team Germany, with its management and technology partner Porsche Consulting, is setting sail again. Since no one yet knows where and when the next America's Cup will be held, the team is taking to the water in the Audi MedCup.

📄 Elmar Brümmer, 📷 Porsche



Normally, the battle is for a fair wind and the prime position, but right now, only the lawyers have wind in their sails. The legal disputes over the holding of the America's Cup in sailing are still continuing, and so the success-hungry United Internet Team Germany has to wait on shore for the final verdict. The same is true for the Porsche consultants, since Porsche Consulting GmbH, as the management and technology partner, is supporting the German America's Cup entry with its know-how. It has taken over project management in Team Germany for boat construction and boat deploy-

ment capability. To stay in shape, an attractive alternative has now been found. The team around sailing icon Jochen Schümann is keeping fit by competing in the demanding Audi MedCup, testing itself under tough racing conditions.

The project is called "Platoon Powered by Team Germany," and with the yacht, owned by Harm Müller-Spreer, it is pursuing the ambitious goal of emulating such past successes of the German boats of the high seas as the *Pinta* or the *Rubin*. The internationally-experi-



Tough training units under competitive conditions: The sailors of Team Germany keeping fit in the Audi MedCup



Off again: The "Platoon" team with Jochen Schümann (r.)

enced German sailors Tim Kröger, Matti Paschen, Toni Kolb, and Jan Schoepe have also signed on to the 16 meter, 7.5 ton sail boat.

The Platoon team will be taking to the waters a total of eight times in 2008. There are to be races for the Audi MedCup at five locations, and each venue will include several runs at different courses. The competition has been on since early June, and the finale will be held from September 15 through 20 at Portimão on the Portuguese Algarve coast. ◀