

Independent Management Consultancies Network IMCN

European

Professional

Personal



Name of the firm

Metanomia Consultoria Estratégica

*Full address
(incl. phone, fax)*

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Spain
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E-mail metanomia@metanomia.com
Internet www.metanomia.com**

Established

2007

*Other offices/daughter companies
(location)*

Branch office in Madrid

*Responsible person for the
network*



Edmond Ayoub

*Name of managing partner(s),
executive director(s)*

Edmond Ayoub

Name of senior consultants

Alfredo Raya

Total number of consultants

2

August 2010

(The profiles of the members are permanently updated. Please ask for the latest version.)

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Metanomia

*Specialisations
(main fields of activity/
FEACO classification)*

Strategy and change management
Organisation development
Finance and investment analysis
Sales and marketing performance improvement
Human resources evaluation
Internationalisation

*Type of clients/branches
(industry sectors)*

Retail
Consumer goods
Industrial companies
Service sector

*International practice
(foreign countries where assign-
ments were completed;
in order of priority)*

Middle East
Belgium

Language ability in the firm

Spanish
English
French
Arabic

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Metanomia

Mission statement / consulting philosophy

Our mission is to fulfill and exceed our clients' expectations with respect to the assignments entrusted to us. We foster open, trustful relationships and communication throughout the consulting process in order to achieve the jointly established objectives, while abiding by the client's prevailing corporate culture. We adhere to a strict ethical code and guarantee full confidentiality.

Credentials (short description of some typical assignments)

- *Type of client / branch (industry sector)*
- *Field of activity*
- *Assignment summary and results*

LUXURY PACKAGING MANUFACTURER

The client was facing heavy domestic and foreign price competition, excess capacity problems and lack of managerial capabilities at several key function levels. We assisted with the redesign of their business strategy, their cost accounting, reporting and operations methods. At the same time a coaching process was initiated involving three executives.

LEADING BUILDING EQUIPMENT SALES AND RENTAL COMPANY

This client, with multiple branch offices and maintenance sites, suffered a sudden and drastic turnover cutback due to the recent real estate crisis. We designed a tailor made financial model to forecast their results under different scenarios, analysed the cash flows of an important investment project which allowed them to obtain sizeable debt financing. We also gave recommendations with respect to excess assets divestiture, reorganisation, operations, new business development and diversification.

CATERING AND FOOD SERVICES COMPANY

This company intended to make a large investment in the restaurant business. We helped them prepare a full business plan centered on the positioning and marketing strategy as well as all the financial aspects of the project, including debt financing. We were also involved in the implementation phase of the project: choice of location, equipment selection, communication, personnel evaluation and financial reporting.

DENTAL PRODUCTS MANUFACTURING COMPANY

We helped this company reformulate its strategy to make it evolve toward state of the art technology. This involved heavy investments which were analysed, approved, financed and implemented. We also redesigned their financial reporting and cost accounting procedures. Personnel evaluation and motivational issues were also successfully addressed.

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*Partners / senior consultants
short profile*

EDMOND AYOUB – managing consultant

Edmond has held international sales and marketing management positions in multinational companies (3M Middle East and Balteau-Schlumberger), as well as general management positions (Vandemoortele Ibérica, among others), where he has led several acquisition processes, dealt with strategy and change management as well as market development and internationalisation.

His consulting work with a diverse range of clients is mainly centered on strategy formulation and implementation, change management, finance, sales and marketing as well as management development.

Edmond holds a Bachelor's degree in management (ICHEC, Brussels) an MBA (KUL, Louvain, Belgium) and a postgraduate programme in higher management (IESE, Barcelona).

ALFREDO RAYA - senior consultant

Alfredo held several sales and marketing management positions in food products multinational companies (Domecq, Cargill, Freigel). He participated in acquisition processes and change management situations involving cross corporate migration and integration of large teams.

His consulting experience is related to the fields of strategic marketing, international business development, sales training and coaching.

Alfredo holds a university degree in business administration and has attended post graduate programmes at IESE.