

### **Holger Prüßner, founder and chairman of the board**

As founder and chairman of the board of SOLUTIONS Branding & Design Companies AG, Holger Prüßner manages the strategic direction of the entire company. Not only does this include adding substance to the content of the portfolio, but also the qualitative and quantitative development of existing areas of business and a continual drive towards international growth.

Holger Prüßner, 51, grew up in the Ruhr region and came to design and branding by a roundabout route. Having completed his studies as a chemical laboratory technician, he next studied art history, archaeology and Egyptology in Hamburg. Prüßner then went on to employ his skills in selling within a design agency, before going on to achieve success in a range of leading agencies as a consultant and later taking responsibilities in management positions.

In 1995 Holger Prüßner founded SOLUTIONS, initially as a packaging design agency, before going on to develop the company in the following years into one of the leading groups in the area of branding, design and innovation, with offices worldwide. His ability to attract new clients made a significant contribution to turning SOLUTIONS within a very short period of time into the consistent number one in product branding, as well as one of the three largest design agencies in Germany. Beyond this, his visionary thinking has enabled the company to stand out for many years on account of its ability to provide clients with integrated, strategic consultancy, without needing to access external networks to achieve this. This is made possible by the agency's expertise in a range of disciplines such as branding and design, as well as the setting-up of additional units such as naming, trend management, user research and the taking into account of the latest findings from neuropsychology.