

Friedhelm Felten joins FocusFirst as Managing Director

With commencing into its fifth year of existence, FocusFirst will now start scaling up

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Since its foundation in 2016, FocusFirst has undergone some major developments: It established a customer portfolio across diverse industries and countries – counting companies like BASF, E.ON, Viessmann and Merck to its clients. Furthermore, the team has shaped an innovative approach to consulting that has convinced senior executives more than once to choose FocusFirst over Big 4 consulting firms. What makes the company’s approach “different” is its unique ability to combine elements of (business) focus and inspiration towards $1+1 = 3$, enabling customers to significantly accelerate their transformations.



Friedhelm Felten,
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FocusFirst now launches into the next stage, intending to reach further markets by scaling up. For this, the company has brought the seasoned expert Friedhelm Felten on board. Over the past 25 years, he has driven complex transformations in various DAX 30 companies while holding senior and executive roles. He last served as Executive Vice President of one of Merck KGaA’s business units and as Merck group’s Chief Procurement Officer. He now joins FocusFirst to scale the company up.

“I am convinced that only an environment of *inspired focus* makes the difference between mediocre and phenomenally successful – and I am looking forward to shaping the business model in a way that will change the market”, says Friedhelm Felten, new Managing Director at FocusFirst. René Esteban, CEO and Founder of FocusFirst, is certain that the leadership-duo will create lasting impact: „I am more than excited to have won Friedhelm for our company. He will help us to make our innovative approach scalable, so we can bring inspiration and focus into many more companies around the world. The exciting second phase of FocusFirst has now started.”