

Gaede and Ruhnau launch CSIGHT

- strategic top management consultancy for the sports business

Just in time for the start of a new sports (business) season, a new player takes to the pitch. CSIGHT offers holistic, strategic top management consultancy for greater commercial efficiency in the sports business.

Based on genuine insights from longtime, practical senior management experience in the international sports business, CSIGHT supports all stakeholders in the industry – from sports rights holders and brands to service providers, agencies, media platforms and investors – with their current strategic challenges. We focus on growth and innovative projects, such as esports, smart stadium, virtual advertising, internationalization, individual marketing, and sales concepts, and the development of standardized sponsorships into true strategic partnerships.

CSIGHT was founded by Dr. Nicolas Gaede (46) and Ulrik Ruhnau (46). After many years of successful cooperation, they both moved on from the leading international sports marketing agency, Lagardère Sports, to dedicate themselves one hundred percent to finding and developing individual and commercially successful answers to the major strategic questions of today's sports business.



While Dr. Gaede's particular field of expertise lies in marketing and sales conception, esports and gaming, and fan loyalty, Ruhnau has focused primarily on stadium and arena management, the international major event business, and the development of new catering and hospitality concepts. What they both have in common is many years of experience in the strategic development of new business segments, new services and products, and the successful adapting of new trends and innovations for the sports business. In the future, CSIGHT wants to make these competencies available to the entire sports business industry as an individual and fully independent consultancy.

To the question, "Why does the market need CSIGHT – and why now in particular?" Dr. Gaede replies:

"The sports industry is facing the most fundamental change and transformation in its history. You can't counter that with small-scale, operative actionism. What you need is a holistic strategy that

provides consistent orientation in these turbulent times and reduces complexity for decision-makers by putting parentheses around the many fragmented individual topics they face on a daily basis. At present, we do not see the sports industry well positioned for this. Most of the stakeholders are lacking strategic focus, dedication, and competence."

Ruhnau adds:

"At the same time, we're fully convinced that competent consultancy for the sports business must originate from within the sports business itself. The particularities and tightly meshed networks mean that classical consulting models do not meet the needs of the sports industry. On the contrary, deep insights and experience in the sports business are essential to creating the right individual solutions for each client. Here CSIGHT wants to close a market gap and offer strategic consulting FOR the sports business FROM the sports business to all stakeholders."

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