

Andreas Goldmann, Partner

Prior to joining NewLeaf Partners, Andreas Goldmann worked for 12 years within Alcatel SEL, one of Europe's most notable telecommunications companies, first as legal counsel and later in a variety of executive capacities. His executive roles ranged from head of Alcatel's Public Networks business unit, planning and implementing a marketing and sales, service and applications development organization, to the head of Alcatel's Key Account Management organization, from its inception to its adoption by Alcatel business units in Germany, Switzerland, Austria and Eastern Europe.

Andreas received his law degree in 1984 from Albert Ludwigs Universität in Freiburg, then pursuing further specialized studies at the Hague Academy of International Law, and the University for Administrative Science, Speyer, Germany, in the fields of International Private Law and Technology Transfer & Management Information Systems respectively.

It was Andreas' role as head of Key Accounts at Alcatel that connected him to NewLeaf Partners. As a client of NewLeaf Partners' predecessor, NewLeaf Consulting International, Andreas saw the opportunity to translate his skills and ideas related to effective and profitable account management into a new arena, as a member of a world-class consulting team. His partnership has allowed NewLeaf to establish a solid client base in Europe, including Alcatel, Moeller, Cisco EMEA, and EON Energie, among others.

In addition to continually expanding NewLeaf Partners' presence in Europe, Andreas is currently involved in an exciting initiative partnering NewLeaf with LEGO® Serious Play™, a subsidiary of globally-recognized toymaker LEGO®. LEGO® Serious Play™, developed jointly by education and business researchers in Lausanne, Switzerland and at Vanderbilt University in Nashville, Tennessee, is a process involving LEGO® bricks as metaphoric representations of the complex business issues faced by executives and sales professionals. LEGO® Serious Play™ workshop participants engage in brainstorming and building to "play" their way to understanding and strategy. Andreas has been instrumental in not only helping LEGO® Serious Play™ plan their organizational strategy, but also designing new applications for their "playing seriously" methodology