

Thomas Beducker

Thomas Beducker is a Partner with Simon-Kucher in the Global Technology & Industrial Practice in Bonn. On the market side, he helps companies from the industrial goods sector to achieve sustainable and smart profit growth. He has extensive consulting experience across Europe, North America, Asia, and Southeast Asia.

Thomas' joint focus on methodology (pricing and sales excellence) and on the industry sector (machinery, plant engineering and related fields such as electronics/components/paper&packaging) enables him to develop customized and ready-to-use solutions for his clients even in challenging environments, including pricing and sales during the crisis and pricing in the context of rising material costs.

He has conducted consulting projects in the product, solution and service business with large corporations like ABB, Bühler, Heidelberg, Schuler, Siemens and Trumpf as well as with numerous mid-sized corporations and machinery companies.

Thomas authored the book Power Pricing for Industrial Goods and co-authored the book Pricing Excellence for Technology Companies.

He studied Industrial Engineering at the University of Karlsruhe and at the Ecole Nationale Supérieure de Physique de Strasbourg (ENSPS) in France.

Contact data

Thomas Beducker

Partner and Global Head Technology & Industrial
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Event

[Who dares wins: Profitable growth through 'Power Pricing' methods](#)

Wednesday, September 25, 2019, 16.30 - 17.00
CMS World Summit, Press Center, Hall 6.3

[Panel discussion: Fair award criteria of cleanliness and hygiene in the general contracting practice. How to do it?](#)

Wednesday, September 25, 2019, 17.00 - 17.45
CMS World Summit, Press Center, Hall 6.3