



Optimum Profitable Growth Practice

## ProOptimizer

### Engineered for Optimum Profitable Growth.

Unlocking value in the B2B corporation through Advanced Analytics and Artificial Intelligence

The Product: ProOptimizer.

The Result: Optimum Profitable Growth.

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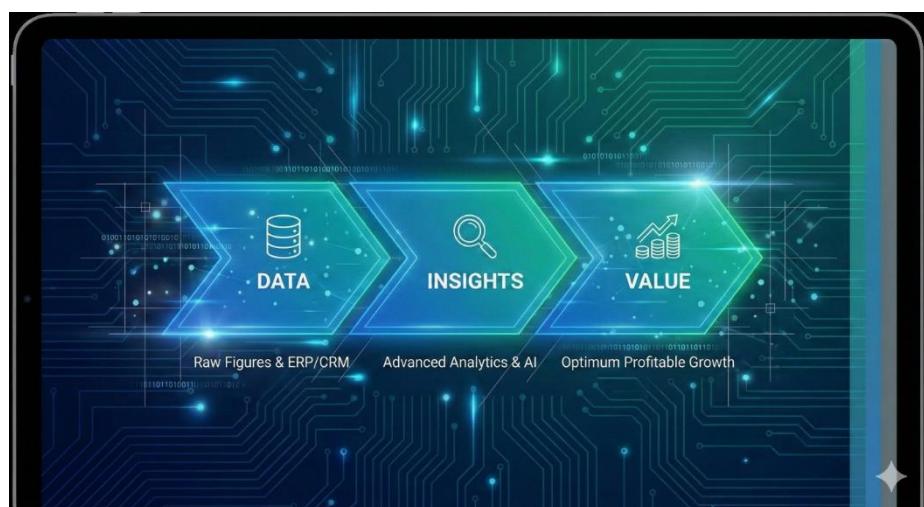
## The Imperative: Growth in a Volatile Era

**The Challenge** In today's complex and volatile market environments, traditional management techniques often yield diminishing returns. B2B leaders face a dual mandate: delivering robust shareholder value and managing shrinking risks, all while navigating dynamic economic shifts. Common "rear-view mirror" analytics are no longer sufficient to secure a competitive edge.

**The Solution: ProOptimizer** is the premier digital service designed for the C-Suite (CEO, CFO, CSO) to systematically ignite and realize optimum profitable growth. By applying Advanced Analytics and AI to your existing corporate data, we transform raw figures into a precise value creation roadmap.

### The ProOptimizer Framework

- **Analyze (The Foundation) *From Data to Insights.***  
We start with a multi-perspective deep dive into your enterprise transaction data (ERP, CRM, SAP, Salesforce). We do not just look at revenue; we analyze the intersection of segments, customers, products, and operational costs to reveal the true drivers—and drains—of your profitability.
- **Optimize (The Intelligence) *From Insights to Optima.***  
Leveraging AI-driven forecasting and optimization algorithms, we identify your "Optimum Profitable Growth" potential. We move beyond "what happened" to "what is possible," specifying the exact mix of pricing, portfolio adjustments, and resource allocation required to maximize returns.
- **Profitize (The Execution) *From Actions to Results.***  
Insights are worthless without execution. We deliver a ready-to-implement Profitable Growth Programme, complete with strategy scorecards and a management system that dictates "next best actions" 24/7. This bridges the gap between high-level strategy and daily operations.



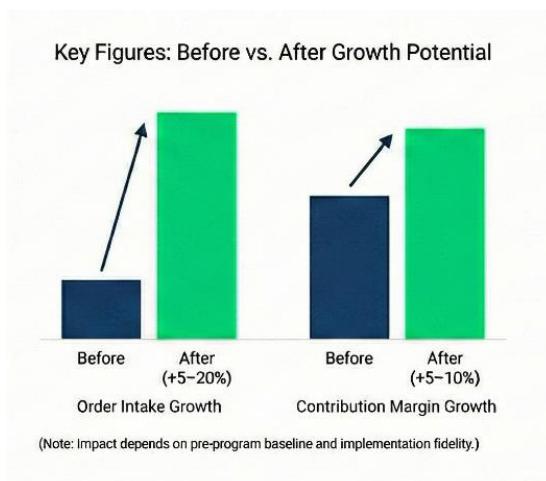
## Delivering Measurable Impact

**The Value Equation:** ProOptimizer is not just a diagnostic tool; it is a growth engine.

By optimizing key business perspectives—from marketing & sales pipelines to corporate finance results—we enable your organization to execute with precision.

**Key Impact Indicators** Based on our track record and the ProOptimizer methodology, clients utilizing this framework typically target the following performance gains:

- **+5 – 20%**  
Growth in Order Intake Driven by optimized sales pipelines and targeted customer acquisition.
- **+5 – 10%**  
Growth in Contribution Margin Driven by pricing precision and sales pipeline and product portfolio optimization.



(Note: Impact depends on pre-program baseline and implementation fidelity.)

**Why Strategy B2B?** We combine the rigor of classic strategy consulting with the power of modern Profit Tech. Our approach ensures that what gets measured gets managed—and what gets managed gets optimized.

**Ignite Your Growth Engine** Transform your data into your most valuable strategic asset.

Prof. Dr. Uwe Hilzenbecher is a Principal Corporate Strategy Architect & Managing Director, Strategy B2B. Leveraging deep expertise from 250+ strategy projects across 40 industries and 25 countries to engineer strategies and management systems for Optimum Profitable Growth.

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