

Message from the Chairman



Alfonso Serrano-Suñer, Chairman of Management Solutions

The world is changing, and changing fast. We live in a changing reality where situations arise that create great uncertainty, such as the irruption of artificial intelligence or the energy transition, wars and the threat of new pandemics, or an uncertain global economic and political outlook.

But at the same time, valuable opportunities are emerging: the unexplored possibilities of advanced data modeling, new business models and profound changes to existing business models, or major restructuring processes and reorganization of available resources.

In short, we are faced with highly complex problems, and it is up to all of us to solve them.

Humanity has evolved by solving problems, by transforming challenges into solutions. We have demonstrated an ability to adapt to change like no other species.

Problem solving is therefore an inherent part of being human, and at the same time an academic discipline with enormous practical relevance in the business environment.

Problem solving is a mental and practical process by which challenges arising from a wide variety of situations are addressed and resolved.

Our mission as a Firm is precisely that. To solve our clients' problems, transforming them into value-generating solutions.

At Management Solutions we solve problems with an entrepreneurial mindset, seeking to improve where we find room for improvement, while at the same time creating new value-creating dynamics that contribute to our clients' sustainable growth.

There are many companies that are leaders in their respective markets and that trust our way of solving problems.

This means that we must constantly update our value proposition: strengthen our research and development in new areas of expertise, reinforce our analytical and technological capabilities, deepen our industry knowledge and expand our international presence.

In short, we need to design and implement innovative solutions that maximize the value of available information, enhance the customer experience, make organizations and processes more efficient, and improve risk management.

To do all this, we rely on the talent, effort and preparation of an exceptional team of professionals capable of solving increasingly complex problems.

A team with proven analytical, quantitative and technological skills, that puts the client at the center of its actions, and that is constantly striving for excellence.

A team that cares not just about what it does, but also how it does it.

For yet another year we have once again exceeded all our goals, in all the geographies and industries in which we operate and in all the service lines we provide.

Today we are a leading business consulting firm serving more than 2,000 global and local clients who are leaders in their respective industries.

In twenty-two years we have been able to increase our size by a factor of 50, something that very few have managed to accomplish. We have achieved this through growth, regardless of economic cycles, and through adapting to changing realities.

We have a global team of 4,000 professionals of the highest talent and proven commitment, operating in more than 50 countries in Europe, the Americas, Asia, Africa and Oceania, through our 48 offices around the world; with a differentiated value proposition, supported by cutting-edge R&D.

In addition, we have significantly increased our investment in training and research, extended our university links, broadened our sponsorship and patronage in support of science and culture, and boosted our solidarity activities.

Social responsibility is a strategic element in the management of our organization, a long-term commitment we make to our clients, professionals and communities in the countries where we operate.



Management Solutions partners at 2024 Yearly Meeting

With the publication of our nineteenth Corporate Social Responsibility Report, we aim to reflect transparently and in detail the progress achieved in 2024 in various orders, and particularly our social commitment, in accordance with the Sustainable Development Goals and the United Nations Global Compact, which we joined in April 2019.

A fundamental line of our social responsibility policy has always been our relationship with universities: we work with more than 400 universities through scholarship and internship agreements; teaching master's degrees, classes and specialized seminars; collaborating in research programs; participating in employment forums; and sponsoring and supporting university foundations and associations.

Promoting entrepreneurship and innovation is another line of action in our corporate social responsibility policy. Initiatives in this area have been extended to the field of education by supporting projects aimed at developing entrepreneurial and innovative values, attitudes and skills through education in the early formative stages of children and young people.

Our social commitment also includes our presence in professional associations related to our activity, in associations that support the development and dissemination of science, and in cultural associations through sponsorship and patronage policies.

We are particularly sensitive to the need to ensure that we all contribute to sustainable development and are committed to policies that help preserve the environment.

We continue to enthusiastically support and encourage all activities in support of good causes carried out by our professionals through Management Solutions' Social Action Group, of which we are especially proud of their selfless dedication to the most disadvantaged.

At Management Solutions we face the future with great enthusiasm and confidence, committed to our clients, our team and society as a whole, and with the firm intention of continuing to solve problems, transforming challenges into value-generating solutions.

Alfonso Serrano-Suñer
Chairman of Management Solutions