

# Message from the Chairman



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We live in a world in permanent transformation. A transformation that has shown to be of value to society as a whole (in terms of increased life expectancy, poverty reduction or eradication of illiteracy, among other benefits).

This transformation has been accelerated by digitalization. A kind of virtual space on a global scale that facilitates the removal of numerous physical barriers to growth.

Changes in consumer habits, hyperconnectivity and greater access to information, the exponential increase in IT capabilities (coupled with a reduction in costs), the vast possibilities offered by the use of artificial intelligence, etc., are good examples of a transformation that has fully impacted the scale and nature of business.

Companies are looking for innovative solutions, built in increasingly collaborative environments, that take advantage of technological disruption to make their processes efficient and improve their customers' experience, while also making the available information more valuable.

Creating value through digital transformation is a challenge today, but what really matters is that this value creation translates into sustainable growth, that is, growth that does not compromise future growth and even facilitates it.

Some of the key characteristics of organizations that have managed to grow sustainably are: talent and continuous learning, innovation, diversification, customer focus, and organizational flexibility.

At Management Solutions we want to contribute to our clients' sustainable growth, which is how we can best ensure that our own growth remains sustainable. We have grown to be thirty times larger over the course of 17 years, always sustainably and regardless of the economic cycle.

Many companies, leaders in their respective markets, rely on Management Solutions to transform their business models for the new digital environment and thereby achieve sustainable growth.

This means we have to keep our value proposition permanently updated, by strongly supporting research and knowledge development, intensifying our international presence, enhancing our IT and quantitative analytical capabilities, and further specializing our industry knowledge.

But at Management Solutions we not only care about what we do but also how we do it, we care about our culture. Our work is governed by principles that generate value for our clients, our professionals, and society as a whole.

Service-minded attitude, humility, generosity and solidarity, teamwork, integrity and critical thinking, "meritocracy", passion for a job well done and an entrepreneurial spirit, perseverance in the pursuit of objectives. In short, a constant search for excellence, which in turn requires talent, effort and training.

The year 2019 has been very positive for Management Solutions, with turnover growth and job creation in all our offices, an expanded client base and greater industry and geographical diversification.

We have also significantly increased our investment in training and research, extended our ties with universities, expanded cultural and educational sponsorships, and boosted all solidarity activities.

We have an extraordinary team of 2,300 professionals with a strong analytical profile and deep knowledge of the industries they serve. A young, well-trained, cohesive and multicultural team comprising more than 40 nationalities, working in more than 40 countries across Europe, the Americas, Asia and Africa, through the Firm's twenty-seven offices.

We provide services to global and local clients that are leaders in their respective industries and offer a differential value proposition supported by cutting-edge R&D.

Social responsibility is a strategic element in the management of our organization: a long-term commitment that we acquire with our clients, professionals and communities in the countries in which we operate.

With the publication of our 14th CSR Report, we intend to provide a transparent and detailed account of our progress in 2019 across many fronts, with a special emphasis on our social commitment in line with the principles of the United Nation's Sustainable Development Goals and Global Compact, which we joined in April 2019.

A fundamental line of our social responsibility policy has always been the link with universities. We collaborate with more than 350 universities by signing agreements for scholarships and internships, teaching masters, classes and specialized seminars, cooperating in research programs,

participating in employment forums, sponsoring and supporting foundations and university associations.

Promoting entrepreneurship and innovation is another line of action in our social responsibility policy. We have extended our initiatives in this area to the field of education by supporting projects aimed at fostering entrepreneurship, and innovative values, attitudes and skills through education in the initial stages of children and young people.

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

We are highly attuned to the fact that we need to work together to ensure sustainable development and we make sure our policies contribute to the conservation of the environment.

We continue to enthusiastically support and encourage all solidarity activities in which our professionals engage through the Management Action Social Action Group, of which we are especially proud for their selfless dedication to those most at a disadvantage.

At Management Solutions we face the future with great enthusiasm and confidence and with the firm purpose to continue helping our clients grow in a sustainable way.

Alfonso Serrano-Suñer  
Chairman of Management Solutions

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