

# PITCH DECK

# LUISA WALZ



**I identify and create measurable bottom-line value for companies and their investors through strategic operational transformation.**

# CONTENT

<b>INTRO</b>	<b>03</b>
<hr/>	
<b>PROJECTS</b>	<b>06</b>
<hr/>	
<b>REFERENCES</b>	<b>10</b>
<hr/>	
<b>FAQ &amp; CONTACT</b>	<b>12</b>

# My work ethics

## Strong bottom- line focus

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If it doesn't show up in the numbers, is it really there? My work translates into measurable outcomes — from revenue and cost to liquidity and efficiency ratios.

## Highly people- centric

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Creating impact requires people to move with the change. I bring positive momentum to the process, making collaboration human-centric and genuinely enjoyable.

## Rapid hands-on execution

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I lead hands-on execution alongside leadership teams and employees, ensuring change is effectively implemented and sustained in day-to-day operations.

# My background

'23

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Founded company with focus on the DACH region and registered services in Switzerland and Germany.

+6

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Years of experience in strategy, venture, and transformation projects, supported by degrees in Finance and Innovation.

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Projects completed resulting in a strong network of partners, mentors, investors, C-level members & founders.

+5m€

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Bottom-line value created through targeted scale-up process improvement and transformation measures.

# CONTENT

INTRO	<b>03</b>
<hr/>	
<b>PROJECTS</b>	<b>06</b>
<hr/>	
REFERENCES	<b>10</b>
<hr/>	
FAQ & CONTACT	<b>12</b>

2024-2025

# PROJECT 01

**Enterprise-wide process scaling at a German ~€20m revenue scale-up**

Designed and implemented company-wide structures and core processes as **Interim Head of Transformation Office at a German scale-up**. Defined roles, responsibilities, and workflows, and standardized key onboarding and product development processes to operationally support further scaling, enabling the hiring of around 50 new employees and reducing the overhead cost ratio by 0.5 percentage points.

**+50**

People hired and onboarded

**-0.5pp**

Reduction in overhead cost ratio



2023-2026

# PROJECT 02

Large-scale process transformation for a >€4bn rev. company in DACH region

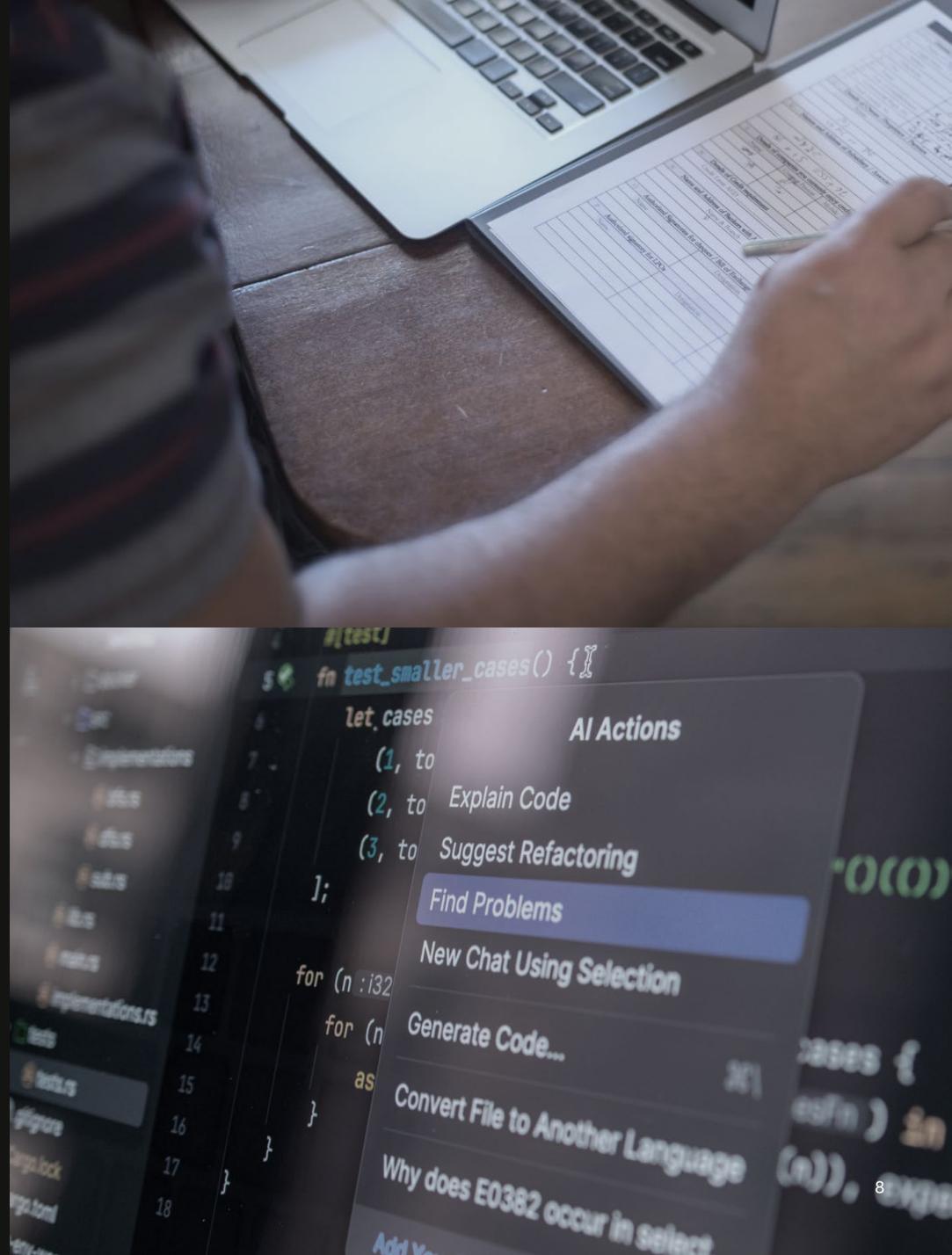
Led a transformation of core operational and financial processes, combining process improvements, IT modernization, and AI-supported workflows. Managed significant process changes through structured **change management** and targeted **communication**, enabling adoption of more robust processes and delivering cost savings of **approximately €3m through reduced manual effort**, fewer errors, and rework, as well as cash flow improvements of approximately **€2m driven by increased process efficiency**.

~€3m

Reduction in costs

~€2m

Increase in net liquidity



2025

# PROJECT 03

**AI maturity assessment & implementation for a PE-backed German SME**

**Advised C-level leadership on organizational AI and automation maturity** and delivered a phased roadmap to unlock value through targeted automation initiatives. **Implemented** an MVP for **AI-based document validation solution** with full workforce adoption resulting in cost reductions of 1% after 6 months of implementation.

~€5m

Value creation potential identified

1%

Cost reduction realized through POC (6 months)



# CONTENT

INTRO	<b>03</b>
<hr/>	
PROJECTS	<b>06</b>
<hr/>	
REFERENCES	<b>10</b>
<hr/>	
FAQ & CONTACT	<b>12</b>

# Client voices

'24: €4bn revenue PE-backed portfolio company

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*“Luisa played a critical role in a transformation project and the implementation of value creation initiatives. Her ability to manage complex contexts while pragmatically driving effective outcomes was outstanding. Through a proactive approach and early identification of challenges, she delivered solutions with both immediate and long-term impact.”*

- Manager,  
€4bn revenue PE-backed portfolio company

'25: €10m revenue Swiss data and software scale-up

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*“Luisa’s structured approach, execution discipline, and cross-functional coordination were instrumental in stabilizing operations and delivering key initiatives in a key transition phase. Several important targets would not have been achieved without her involvement.”*

- Scale-up CEO

'25: €20m revenue German scale-up

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*“Luisa is one of the strongest professionals we have ever worked with. Highly experienced, and sharp, she also has the rare ability to engage and motivate teams. This combination makes her exceptionally effective in transformation roles and extremely fun to work with.”*

– CTO & Founder German Scale-up

# CONTENT

INTRO	<b>03</b>
<hr/>	
PROJECTS	<b>06</b>
<hr/>	
REFERENCES	<b>10</b>
<hr/>	
FAQ & CONTACT	<b>12</b>

# FAQ

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## FEES

### HOW ARE FEES STRUCTURED?

Fees are scoped individually based on the role profile and level of involvement. Depending on the request, pricing can be structured on a daily, project, or performance basis.

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## LOCATION

### WHICH LOCATIONS ARE YOU AVAILABLE FOR?

I primarily work remotely, with bases in Switzerland (Zurich) and Germany (Freiburg). I can accommodate weekly travel within the DACH region and monthly travel within the EU.

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## WORK HOURS

### WHEN DO YOU WORK?

I primarily work in European time zone (GMT+1) but can adapt to other time zones if required.

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## CAPACITY

### ARE PART-TIME OR SHORT-TERM PROJECTS ALSO POSSIBLE?

Absolutely. I typically work on multiple projects in parallel and support clients over longer periods, including smaller advisory engagements. Please feel free to reach out.

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## MORE DETAILS

### WE/I NEED MORE INFORMATION – WHERE CAN WE/I GET IT?

Find my website [here](#).

You would like to talk to me over a cup of virtual coffee? Find my calendly [here](#).

# WORK WITH ME

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