

PRESS KIT



2022



## At a glance

- Founded: 2001
- Headquarters in Munich and offices in London, Berlin and Utrecht
- More than 80 consultants
- More than 2,500 successfully implemented transaction projects
- Customers from numerous industries, including automotive, high-tech, pharmaceutical and consumer goods
- Customers include large, international corporations as well as successful medium-sized enterprises.
- Contract volume: over 250 billion EUR

## Management

Marcus Schreiber, *CEO*

Dr. Alexander Klein,  
Dr. Stephan Knapek,  
Dr. Sebastian Moritz

Chair, Supervisory Board:  
Nicolas Graf zu Stolberg Stolberg

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### Further Information:

TWS Partners on [LinkedIn](#)

## Overview

TWS Partners is the market leader for commercial applications of game theory and market design. With more than 20 years of experience and more than 80 highly qualified experts located in Munich, London, Berlin and Utrecht, TWS Partners provides services to businesses engaged in a wide range of industries. As a thought leader, TWS Partners specialises in making game-theoretical concepts applicable to real-life business problems. These range from complex decisions regarding market entry, the purchase or sale of assets, M&A deals, the marketing of IP rights, to optimising the top & bottom line in Procurement or Sales.

## History

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Founded in Munich in 2001 as a spin-off of a joint industry and science project, TWS Partners is still closely associated with academia and therefore always up to date on the latest research in the field of economics. This ongoing relationship is also due to the founding partners Marcus Schreiber (CEO) and Professor Achim Wambach, today President of the Centre for European Economic Research. By virtue of its close interaction with academia, TWS Partners is a thought leader in the field of applied game theory and continuously develops its methodology.

## Expertise

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TWS Partners is the only consulting firm globally based exclusively on Nobel Prize-winning research in the fields of game theory and industrial economics. TWS Partners makes this expertise and methodology directly available to businesses leaders.

With its expertise in the areas of mechanism design, process design and market design, TWS Partners offers a practice-oriented approach that is successfully implemented and continuously developed by more than 80 experts. Above all, TWS Partners support high-volume and complex transaction projects, achieving far above-average results and sustainable competitive advantages for customers in European and internationally.

Numerous companies in the automotive, transport, high-tech, telecommunications, pharmaceuticals, chemicals and consumer goods industries have profited from this. So far, TWS Partners has successfully implemented more than 2,500 transaction projects with a cumulative contract volume of more than 250 billion Euros.



## **BACKGROUND**

### **Game theory for supporting business decisions**

From Procurement in the automotive industry to world politics: applied game theory is an astonishingly effective tool. It is based on the mathematical analysis of the behaviour of decision makers in strategic interactions, i.e., in situations in which one's success depends not only on one's own actions and decisions, but also on those of other players. The most prominent example in practice is negotiation. However, the methodology is universally applicable – to every interaction between players such as those found in politics, in private life, as well as in business.

The term "game theory" means that these interactions are modelled as a "game". The decision makers are players because they operate within defined rules and try to maximise their own outcome or, more effectively, influence the rules of the game themselves. A simple example: Two owners of a company negotiate an agreement whereby one of them is to leave the company and receive a certain amount of financial compensation. A fair way to calculate this amount is that one owner determines the sum and the other choose whether to take the pay-out or take over the company. In order to make an optimal decision, each of the two owners must take the considerations of the other into account - as well as the fact that the other owner is doing the same. Information about the intentions of those involved is therefore crucial towards making a good decision. TWS Partners connects this school of thought to real-life business problems. With its in-depth knowledge of game theory and hands-on experience, TWS Partners analyses issues and offers directly applicable solutions to its customers.

### **A change in perspective for corporate strategists**

Game theory comprehensively analyses the situation at hand. It thereby does not negate the complexity of the real world, but breaks it down to its strategic core, then places it in the specific context and thus creates useful new perspectives for important management decisions. By using this methodology, users of game theory can sustainably increase their corporate success and make complex decisions with the maximum security.

### **Diverse fields of application of game theory**

TWS Partners implements its methods to a board range of business decisions: whether in complex decisions on market entry, in Procurement or Sales, in HR or in corporate transactions - decisions become more successful and safer. During the consulting process, TWS Partners first analyses the initial situation step by step. The playing field together with the parties involved, their interests and goals, the type of interaction and the prescribed rules must be fundamentally defined.

By anticipating the behaviour as well as the possible decisions and reactions of the other parties, one's own decisions can be made with the greatest possible safety. With the help of the so-called 'backward induction', which refers to the consistent thinking from the end backwards, taking all possible results into account, an optimal strategy for making decisions can thus be developed.

## Company leadership



**Marcus Schreiber**

After studying economics at LMU Munich, Marcus Schreiber worked as Procurement Director of Siemens AG until 2001 before founding TWS Partners AG together with the current director of the Center for European Economic Research, Prof. Achim Wambach. He has many years of experience in strategic Procurement and broad industry know-how. His focus is on strategic Procurement, applied industrial economics and market design. He also helps companies apply game theory knowledge in complex Procurement decisions.



**Dr. Sebastian Moritz**

Sebastian Moritz received his doctorate after completing his studies of Applied Game Theory in Germany and Canada in the area of Supply Chain Management on the subject of supplier selection under risk. As an expert in strategic Procurement, applied industrial economics and market design, he accompanies strategic negotiations and leads major projects at European companies to transform Procurement organisations and their processes.



**Dr. Alexander Klein**

Alexander Klein studied economics in Bonn, Berkeley and Munich and finally earned his doctorate at LMU Munich on game and contract theory, as well as on the economics of law. After five years as a consultant, he joined TWS Partners in 2005. His focus is on negotiating prices with competition, 1: 1 situations and sales strategies.



**Dr. Stephan Knapek**

Stephan Knapek studied mathematics at the Technical University of Munich and earned his degree of Dr. rer. nat. at the Rheinische Friedrich-Wilhelm University in Bonn. He has been with TWS Partners since 2003 after working for McKinsey & Company. He primarily advises his clients on negotiations in Procurement and sales, innovative procurement processes, market entry and negotiations of major strategic projects.