

MARTINA LIGGESMEIER

Freelance Advisor

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SERVICES

Market analysis

Competitor analysis

Commercial due diligence

Growth strategy

Business modelling

SOURCES & METHODS

Market expert calls

Customer interviews

Mystery shopping

Desk research

Online analytics

Financial benchmarking

Market modelling

LANGUAGES

German (native)

English (business fluent)

French (business fluent)

ABOUT

Experienced advisor and project manager with a background in transaction advisory, private equity, and strategy consulting (ex-EY, ex-Apax Partners, ex-Roland Berger).

Specialized in the assessment of companies and markets in the context of commercial due diligence (CDD) and strategic decision-making. Proven track record in translating complex, data-driven analyses into clear insights for C-level executives and investors.

Project experience includes CDDs, market assessments for geographic expansion, target and partner screenings, growth strategy development, assessment of AI potential and threats, and the preparation of high-impact investor materials.

Industry focus includes tech/digital, B2B services, industrials and retail & consumer.

SELECTED REFERENCES

Commercial due diligences – Topics:

Tech/Digital: software development platforms, security software, ERP and other business software, sector-specific software: radiology software (RIS & PACS), point-of-sale commerce software, software for car dealers, SaaS for retail & consumer loyalty programs, youth sports platform, online marketplace, IT managed services, fixed broadband services

B2B Services: technical building services, civil engineering, corrosion protection, underground infrastructure maintenance, expert network services, stakeholder communication services, factoring services

Industrials: SHEV-systems for lift shafts, lifting equipment for railway vehicles, machinery for ceramic tile production, scanning and machine vision equipment, credit & ID card production and personalization, technical brushes, industrial robots

Retail & Consumer: Sports clothing, garden furniture, food supplements, veterinary pet food

Growth strategy

- Growth strategy development (organic, M&A) in online car transactions; client: leading German online car classifieds portal
- Assessment of international market potential, strategy development, and partner search for innovative cleaning system; client: European detergent manufacturer
- Geographical expansion strategy incl. assessment of five European country markets; client: Direct to Consumer (DTC) sports clothing brand