

FOR IMMEDIATE RELEASE

## Diderich Consulting Ltd. liab. Co. to become **innovate . d 11c**

Richterswil, Switzerland, December 3<sup>rd</sup>, 2018 - Dr Claude Diderich, managing director for **innovate . d** announced this week that the company Diderich Consulting has officially changed its name to **innovate . d** as of December 3<sup>rd</sup>, 2018

Dr Diderich explained that the new name reflects the evolving focus of the company towards business model innovation, strategy design, and digital transformation, adding, "we want our name to better reflect the value we offer to our clients - making innovation actionable". When asked about the meaning of the letter d in the new company name, he replied "That is left to your creativity. It stands for what you want it to stand for!"

### **About innovate . d**

**innovate . d** was founded in 2011 to advise financial services companies on improving their investment and risk management capabilities. Over the years, the company has increasingly been sought after for its expertise in business model innovation, design thinking-based strategy development, and understanding of digital technologies, leading to a shift in offered advice towards innovation and strategy in a digital age. **innovate . d** is a premium address for expert advice on business model innovation, strategy design, and digital transformation that service firms turn to. Through its vision of shaping the future, it supports its clients making innovation actionable - transforming creativity into practical value.

To find out more, please refer to the new website under: <https://www.innovate-d.com>

In case of inquiries please contact:

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