

Pierre Nierhaus:  
Open your mind!



## PIERRE NIERHAUS

is an expert on Innovation and Effecting Change in the Hospitality and Service Industries. He has bundled his many years of experience as restaurateur, trend expert, as well as marketing professional for the American film industry, in his current range of activities as change expert, concept developer, keynote speaker, specialist author and guest lecturer.

Together with his consulting firm, he has specialized in consulting and coaching of companies in the catering sector, as well as the services industries. Together with companies and management, his goal is to develop and realise meaningful strategies for the future. A further focus is the organising of trend workshops for individual participants and groups.

Pierre Nierhaus Consulting was awarded the international consulting prize: "Excellence in Management Advisory Services" by the International Society of Foodservice Consultants.

## ACTIVITIES

Consultant and Coach (Change Management)  
Specialist in trends and innovations  
Concept Developer  
Organizer of worldwide trend tours and workshops  
Keynote speaker  
Specialist author and guest lecturer

## COMPETENCIES AND TALENTS

Market overview: Trends and innovations in the Hospitality Industry (national and worldwide);  
Corporate experience: 25 years as successful restaurateur, at times in charge of 13 operations, with personal responsibility for 400 employees;  
Change expert: Coach with training degree in change, process management and coaching (COMTEAM Institute am Tegernsee);  
Positioning: Marketing for div. American film companies and distributors

## NETWORK

Extensive network in the hospitality sector in Germany and Austria, but also worldwide, especially in our trend workshops cities;  
We have recourse to a large pool of tried and tested specialists for our projects whom we call upon as required: architects, marketing and PR professionals, food conceptioners, etc.

## BIOGRAPHY

Born, raised and studied in Düsseldorf.  
Management Trainee Program in the Savoy Hotel Düsseldorf (Günneweg Group).  
Moved into the film/cinema branch, managing the Düsseldorf and Duisburg movie theatres for the Willi Goldermann Group cinema chain, incl. PR responsibilities. United Artists Filmverleih (Frankfurt), later UIP (Paramount, Universal, MGM) as assistant to the head of press and marketing (Germany); thereafter more than 18 years as freelance marketing consultant;

1982, he founded his own consulting business, initially focusing on Marketing and Communications, later adding Corporate and Concept Consulting for the hospitality sector;

Parallel to the above, he opened his own gastronomy-related business, first the Cafe Au Lait, followed a year later by the Frankfurter Bierhaus, launching 13 further restaurants in the years to follow. Concept creation and executive management, personally responsible for 400 employees.

Further training: Process management and Coaching (COMTEAM Institute), Leadership & Multi-Unit Restaurant Management (University of Florida), NLP Practitioner, etc;

2003-2010: After selling the majority of the establishments Pierre then focused on trends, innovations and change implementation.

Service Portfolio: Consulting, coaching, concept development, worldwide trend tours and workshops, keynote speaker, additional activities as specialist journalist and author

#### OPEN YOUR MIND - THINK DIFFERENTLY!

Regular research trips and continuous market observation of 30 domestic and international trend cities, on the look-out for new innovations. Conducting trend workshops - either for the general public, or workshops tailored to meet customer demand, in such cities as: London, Vienna, Helsinki, Stockholm, Copenhagen, Moscow, Kiev, New York, Miami, Chicago, Las Vegas, Los Angeles, San Francisco, Dubai, Bangkok, Hong Kong, Shanghai, Singapore und Tokyo.

#### KEYNOTE SPEAKER AND AUTHOR

Keynote speaker at pan-European congresses and events, as well as guest lecturer at various German Hospitality academies. Author and co-author of such book publications as:

“Reich in der Gastronomie: Strategien für die Zukunft“, (GETTING RICH IN GASTRONOMY: STRATEGIES FOR THE FUTURE, (completely revised edition, 2014) ;

“TraditionsReich mit Gasthof, Wirtshaus und Kneipe” - RICH IN TRADITION WITH TAVERN, PUB and GUESTHOUSE;

“Frühstück - Chancen für die Bäckerei” - BREAKFAST: OPPORTUNITIES FOR THE BAKERY;

“Hotelgastronomie - Profitbringer der Zukunft aus: Kompendium der Hotelimmobilien” HOTEL GASTRONOMY: PROFIT-BRINGER OF THE FUTURE, from: THE HOTEL PROPERTY COMPENDIUM

#### CONCEPT

Concept development and realisation of more than 100 gastronomy concepts in all segments, e.g. co-development of Kamps Bakery, redesign of public areas (lobby, catering) for such clients as InterCity Hotels (Steigenberger Group), new positioning of catering sector of the Jumeirah Hotel Frankfurt, new opening of the Plaza Grill (Steakhouse in the Hotel Park Plaza, Trier), Europapark Rust, new concept Genusswerkstatt (in the PS Spreicher in Einbeck).

#### REFERENCES

Among his clients are large and mid-sized companies in the catering, hotel, bakery sectors, as well as those within the corresponding environment, project and real estate developers, mall operators, breweries, supplier industry, as well as other consulting firms and marketing agencies. References: Deutsche Bank (catering consulting), Lufthansa (trend research), HOLY AG Outlet City Metzingen (strategy), MFI (concept support for catering development in malls), Interspar Austria (support in the concept conversion of the Interspar restaurants) and REWE Merkur Austria (evaluation and support in change implementation of the Merkur restaurants).

A list of references or our current trend expeditions can be found on our homepage: [www.nierhaus.com](http://www.nierhaus.com) , <http://www.nierhaus.com>. Or just enter the search word: “Pierre Nierhaus” in Google.