

Who is Axel Helbig? **foryouandyourcustomers** GmbH Founder and CEO, strategist and practitioner for Multichannel E-Business at Essen.

What Axel Helbig can offer you

You take advantage from decades of efficient technology development covering many topics of product communication as well as long-term consulting and pioneering at E-Business.

Companies who want to maintain and increase their E-Business presence will decide for basic master data management and Multichannel Solutions.

Based on this expertise Axel Helbig will bring forward to you what is best of breed technology for PIM and MDM purposes. This will be mapped with development requirements of your business area and organization. As a result, short-term achievements and long-term solutions will be generated for sustainably successful E-Business. Axel Helbig will put into action realization of these apt solutions with professional teams and accompany his customers to achieve their goals.



More about Axel Helbig (axh) at <http://axh.foryouandyourcustomers.com>

Where his expertise comes from

Axel Helbig has been working as entrepreneur, project manager and co-developer since 1989 starting with Helbig Design Agency providing product design and communication. Requirements for virtual communication and their technology impacts shaped his second and third companies, Morelogs, and Communicode AG. Full-service covering CMS, PIM and E-Commerce Solutions based on SAP Hybris e.g, provided strategy and technology development for E-Business pioneers such as Breuning AG and Deichmann AG. Development of proprietary PIM technology added to his knowledge about what sustainable E-Business will need.

In 2014, he sold Communicode AG and joined foryouandyourcustomers Group to develop locations of Düsseldorf and to establish foryouandyourcustomers GmbH at Essen with their co-locations situated at Hamburg and Stuttgart.

In 2020, foryouandyourcustomers GmbH and Axel Helbig provide consulting and PIM/MDM technology launches to Industrial customers such as Robert Bosch Power Tools GmbH, Miele Cie.KG, Claas KGaA GmbH, ZF Group Corporate Materials and Fissler GmbH. Delivering to Retail B2B and B2C customers projects run with Agravis Raiffeisen AG and Globus SB-Warenhaus AG are ongoing. In 2019, Axel Helbig and his team won new customers in Life Sciences as new expertise.

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