

Gearshift Group launches full scale operations in the United States

Gearshift Group has launched its operations in the United States to further strengthen its position as the leading Finnish management consulting company focusing on technology companies.

“Expanding our services to the USA is a logical step for the Group since the majority of our client companies either have launched or are planning to launch their operations over there”, says Jukka Kotovirta, Managing Partner of Gearshift Group. “Entering the US market is a huge step forward for any company, a major “gearshift” upwards, and we want to support that process very close to our clients”.

Gearshift Group’s operation in Silicon Valley was launched in August 2008 and it has been an early success. Finnish companies such as Concilio Networks, Documill and Pixoi have already taken advantage of this opportunity. “Having a US presence through Gearshift Group has been the right choice for us”, says Kristian Järnefelt, CEO of Concilio Networks. “In a very short time, we have been able to launch business development activities with leading companies in the social networking space, such as Google, Hi5 and Yahoo!.”

Gearshift Group offers three initial services to its clients in the US. **Catapult USA** is a market entry or a market re-evaluation package. Through proven tools and methods, the companies will find or verify their market niche and business model. “Complemented with scenario models, the right market data and devil’s advocate –type of hard mentoring, we can guarantee that our clients have all the tools needed to make the right decisions regarding the US market entry”, says Timo Korpela, CEO of Gearshift Group USA.

The second US market related service, **Market Maker USA**, is all about implementation. “The program comes down to very concrete issues such as distribution channels, partnerships, marketing and visibility in general”, Korpela adds. “We will assist companies in developing their business in the United States and be their eyes, ears and voice here”.

The third offering reinforces Gearshift Group’s existing **M&A services**. “By having a local presence in Silicon Valley, we are much closer to potential acquirers and the major capital sources in general”, Korpela concludes.

Headquartered in Helsinki with 16 consultants, six years in full operation, and close to 200 customers, Gearshift Group has established itself as the largest full service technology business consultancy and M&A house in Finland and Scandinavia.

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