



HMS / GROUP
spread your wings to fly away



HMS Group



Your Partner in Consulting & Management for Business Development, Strategic and Reorganization Projects in the Areas of:



AVIATION



LOGISTIC



TECHNOLOGY



MEDIA



TRAVEL INDUSTRY



History

- 1993 Foundation of the HMS management gmbh by Horst and Mathias Steinberg
- 1999 Extension of business to management and consulting activities
- 2002 Foundation of HMS Group
HMS consulting gmbh,
Managing Partner Mathias Steinberg
HMS management gmbh,
Managing Partner Horst Steinberg

Managing Partners

Horst Steinberg

- 1944 Born
- 1964-1967 Studies in Mechanical Engineering incl. Aviation Technology at the Technical University Munich, graduated as Dipl.-Ing. (FH)
- 1967-1974 Reserve Officer Courses with the German Airforce;
Professional Pilot Course
- 1968-1988 Dornier Aircraft Manufacturing Company, Munich, Germany; Marketing, Sales and Product Support; Vice President
- 1989-1992 DASA – Dornier Aviation North America and Dornier Aviation Marketing Services, Washington DC., USA; President and CEO
- 1992-1996 DASA – Fokker Aircraft BV, Amsterdam, Netherlands; Marketing and Sales; Vice President
- 1996-today HMS management gmbh, Landsberg, Germany; Managing Partner
- 1998-2000 Rational North America Inc., Chicago, USA; President and CEO
- 2003-2007 RUAG Aerospace Germany, Munich, Germany; CEO
RUAG Aerospace Services, Munich, Germany; Managing Director
- 2005-2007 Member of Supervisory Board of Airlines DBA and LTU
- 2007-today Chairman of Gneisenau Gesellschaft e.V.
- 2007-today HMS Group: HMS management gmbh and HMS consulting gmbh, Landsberg, Germany; Managing Director and Partner



Mathias Steinberg

- 1967 Born
- 1985 Private Pilot License
- 1988-1989 German Airforce, AIS Aeronautical Information Service Executive
- 1989-1990 Training CPL & IFR
- 1990-1992 Apprentices Courses as Touristic Manager, Munich, Germany;
- 1992-1996 Studies in Economics, Business and Administration Academy Munich, Germany;
- 1993-today HMS management gmbh, Landsberg, Germany; Partner
- 1993-1999 Kreutzer, Munich, Germany; Product Management, Division Manager, Vice President
- 2000 LTU Group/Maris Travel, Düsseldorf, Germany; Managing Director
- 2003-2006 TUI Austria Holding/Gulet Touropa Touristic, Vienna, Austria; Head of Project Management Board, Vice President
- 2006-2007 Thomas Cook Austria AG, Vienna, Austria; CEO
- 2007-today HMS Group: HMS management gmbh and HMS consulting gmbh, Landsberg, Germany; Partner and Managing Director





Consulting

HMS consulting gmbh is more than a classic consultancy: We see ourselves more as a specialist for business development, strategic and reorganization project, with further co-operation potential.

Our focus is in the areas of aviation, logistic, technology, media and travel industry.

Previous partners

- **Industry:** Rational AG, PWC Consulting
- **Aviation:** Aurora Defence Washington, Deutsche Lufthansa AG; LTU GmbH & Co KG, Metropolitan Airmotive of Europe Ltd., RUAG Aerospace Switzerland
- **Travel Industry:** START Amadeus GmbH, Thomas Cook AG, TUI AG and VDR e.V.
- **Government:** Ministry of Defence Federal Republic of Germany
- **Media:** HOT Home Order Television AG, Mondocom GmbH/Ö3 and Via1



Management

After having successfully performed the consultancy business we are often asked by our clients to support them in management functions for a defined interim period. Then HMS management gmbh comes into business.

Previous partners

- Industry: Rational North America Inc.
- Aviation: RUAG Aerospace Services GmbH, RUAG Aerospace Deutschland GmbH
- Travel Industry: Maris Reisen GmbH, Thomas Cook Austria AG
- Media: EUVIA Media/EUVIA Travel GmbH



Assets

Our present focus and today's daily business is the consulting and managing of business development, strategic and restructuring projects.

However, out of the consultancy and management business we also want to expend into acquisition and shareholder participation projects.

Also here our focus is in the areas of the aviation, logistic, media and travel industry.

Areas of Business

Aviation



Aviation people know: "It is always clear on top". To get and to stay there as long as possible needs balanced power, low drag, high lift, enough endurance and a good navigation. We can help you to be rightly equipped!

We have experience in the business of aircraft manufacturers, aircraft suppliers, marketing and sales organizations, spare parts-, maintenance-, repair- and overhaul providers as well as airlines.

Logistic



The business we support needs logistic. We talk about total system care and we know what it means to manage, to plan, to optimize, to monitor and to finance inventory and supply chains.

Therefore we work together with logistic specialists from the different disciplines in logistic to provide you with the expertise you need.

Media



The tasks in the Media Business are very wide: We compose media solutions in the media convergence environment and enforce technology trends and future streams with new technologies. It is necessary to “allcast and interact” in the multiple media world and speeding up the production workflow.

We advised and supported media stations in business development and project management.

The technology assembles convergent platforms like IP-TV based marketplaces with semantic data mining. These solutions are also interfaces to the aviation and travel industry.

Travel Industry



For Your Notes...

The travel industry is transforming to new standards from 1.0 to 2.0, meanwhile the technology in tourism IT already transforms from 2.0 to 3.0. These changes need professional management attending the business models of tour operators (classic package production, pre-packaged, individual packages, destination specialists), the retail business either stationary (with several systems and models) or web-based.

We are experienced in travel teleshopping platforms, purchase and booking systems, dynamic IBE platforms, and defining strategies in the traditional business of operators and/or retailers.



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