

Message from the Chairman



Over the past year, we've all lived in a different world. The health crisis caused by COVID-19 has spread across the globe at a rate unknown to date. The pandemic seems to have taken advantage of the great achievements of recent decades for its expansion, moving through the great global nodes of a hyperconnected and globalized humanity.

Between the months of April, May and June more than 6.5 billion people, representing around 85% of the world's GDP, were confined to their homes to stop the spread of the virus. This "activity freeze", and its consequent supply and demand shocks, have posed a serious threat to business continuity and have led to strong liquidity strains in companies. This has affected supply chains in some sectors.

On the other hand, the lockdown has also put to the test the ability of IT infrastructures to handle mass remote work.

In short, we have been suddenly immersed in an environment of fragility and uncertainty in which, more than ever, we need to build trust. In fact, the greater the problem we face, the greater the opportunity we have to help solve it, and to generate trust among our stakeholders.

Our business activity is based on trust and to generate trust we need to get the "what" right, that is, offer services that create tangible value for our clients, and we also need to get the "how" right, meaning always delivering our services with excellence, based on sound principles and values.

To do this, we strive to design and implement innovative solutions, built in increasingly collaborative environments that take advantage of technological disruption to improve the customer experience, make processes more efficient, better control risks and make the most of the available information.

These solutions aim to address challenges that affect worldwide growth sustainability and have a strong social impact, such as advanced management of risks from climate change, ethics in the use of Artificial Intelligence, or the very response to the crisis caused by COVID-19, to mention some examples.

Many companies, leaders in their respective markets, rely on Management Solutions to adapt to the new reality and transition their business models into the digital space, thus maintaining or resuming sustainable growth.

This means we have to keep our value proposition permanently up to date, investing on research and knowledge development in collaboration with the university world, intensifying our international presence, enhancing our analytical, quantitative and technological capabilities, and specializing our industry knowledge.

For this we have the talent, effort and continuous preparation of an extraordinary team of professionals. A team with a strong culture that generates trust. A culture of strong principles and values that makes us easily recognizable: dedication to service; humility, generosity and solidarity; integrity and critical thinking; meritocracy and passion for a job well done; an entrepreneurial spirit, and perseverance in the pursuit of our goals.

In short, a team in constant search of excellence, which puts the customer at the center of all its actions and is not only concerned with what it does, but also how it does it. In short, a team that builds trust.

The year 2020 has been very positive for Management Solutions. One more year, and despite the extraordinary circumstances we face, we have exceeded all our goals in all the geographies and industries in which we operate, and in all our service lines.

Today we are a leading business-consulting firm serving over 1,000 global and local clients who are leaders in their respective industries. We have grown 30-fold in 18 years. Always growing, regardless of economic cycles.

Today we form an extraordinary team of 2,400 professionals with a strong analytical profile and a deep knowledge of the industries for which we work; a young, well-trained, cohesive and multicultural team (consisting of over 40 nationalities), which operates in more than 40 countries in Europe, the Americas, Asia and Africa, through our 31 offices.

We have also significantly increased investment in training and research, extended links with the University world, expanded cultural and educational sponsorships, and boosted solidarity activities in a particularly significant way.



Management Solutions Partners Committee

Social responsibility is a strategic element in the management of our organization, a long-term commitment that we acquire with our clients, professionals and communities in the countries where we operate.

With the publication of the fourteenth edition of our CSR Report, we aim to provide a transparent and detailed account of the progress made in 2020 in different areas, particularly regarding our social commitment under the Sustainable Development Goals and the United Nations Global Compact, which we joined in April 2019.

A fundamental line of our social responsibility policy has always been our link with the University world. We collaborate with more than 300 universities through agreements to provide scholarships and internships; through teaching master's degrees, classes and specialized seminars; cooperating in research programs; participating in career fairs; sponsoring and supporting university foundations and associations.

Encouraging entrepreneurship and innovation is another course of action in our social responsibility policy. Initiatives in this field have been extended to the field of education through supporting projects that pursue the development of entrepreneurial and innovative values, attitudes and skills, through early education of children and young people.

Our social commitment also includes our presence in professional associations related to our activity, in associations that support the development and dissemination of science, and in cultural associations through our sponsorship and patronage policies.

We are particularly sensitive about the need to work together towards sustainable development, and we make sure we design policies that contribute to environmental protection.

We continue to enthusiastically support and encourage all the solidarity activities undertaken by our professionals through the Management Solutions Social Action Group, of which we are especially proud for their selfless dedication to those most at a disadvantage. A group that has done an extraordinary job this year in response to pressing social needs.

At Management Solutions, we face the future with enormous amounts of enthusiasm and trust. The same trust we aspire to earn from our clients, our professionals and society as a whole.

Alfonso Serrano-Suñer
Chairman of Management Solutions