

New Associate Partner Joins AVP as Practice Leader for Plants and Financial Advisory

We are pleased to announce that Mr. Raafat Morcos has joined the AVP team in AVP's Plants practice and will be involved in Financial Advisory and Modelling of M&A mandates



Raafat Morcos has extensive experience in the plants and machinery industries in executive and consulting functions.

Mr. Morcos is an economist with an MBA from INSEAD and is a UK qualified chartered accountant. He focuses on the dynamics of cross-cultural human interaction as one basis for decision making and is based in Switzerland.

Prior to starting with a major firm in London and specializing in computer audit and corporate finance, Mr. Morcos programmed bilingual PC-based business software. He was involved in the restructuring of the industry in eastern Europe in the early 1990s before joining the thermal power generation unit of ABB (later Alstom). He was responsible for strategy, product and business development and was able to patent a product in an industry that was, even then, in decline.

After a term as SVP for Internationalization and Market Development at the Geberit Group, Mr. Morcos started his own consulting practice specializing in strategy, organizational development and restructuring in the plants and machinery industries. Among other senior functions with a number of clients, Mr. Morcos was Chief Restructuring Officer of the OC Oerlikon Group in 2010-11.

Mr. Morcos advises owners and management of companies that are facing strategic challenges, both on potential growth or M&A activities as well as on performance improvement and restructuring scenarios.

He is fluent in English, German and French and is very familiar with Japanese business practices.

Mr. Morcos will be joining the AVP team as an Associate Partner in AVP's Plants practice and will be involved in the financial advisory and modelling of M&A mandates.

We would be very happy to provide you with further information and to organize a personal meeting.

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