



MAURUS RIEDWEG

Sharpshooter
DISC Type : CD

Group CEO at Consulteer
Lucerne, Lucerne, Switzerland

Overview

Maurus Riedweg is the Founder and Group CEO of Consulteer, a technology services firm he established over 17 years ago. Educated at IMD and Wharton, he focuses on human-centric digital transformation and believes in leadership through trust, not control. People who have worked with him describe him as having excellent communication skills, a professional attitude, and being a fast learner.

His passion for technology is lifelong, starting with an Atari computer in the 1980s. He views entrepreneurship as building a human-centric ecosystem and considers his company a living organism. He is also actively involved in the Swiss startup and FinTech communities.

He believes that a person's attitude and character are more important than a perfect resume.

Personality Overview

Rigorous & Demanding

Precise But Practical

ROI Driven

They put a lot of effort into ensuring personal success. They like to stay in control of the negotiation or defining of the terms. They respond better to strong and respectful interactions.

Topics They Care About

Swiss Innovation

Passionate about maintaining Switzerland's competitive edge in innovation, particularly how robotics and AI are entering the physical world.

Digital Health

Actively engaged in digital health, recently representing his company at the DMEA conference to discuss the future of digital solutions in healthcare.

Defence & Security

Involved in discussions on strengthening Switzerland's security and defence ecosystem through innovation and strong European partnerships.

Human-centric Leadership

A core philosophy of his is leading through trust rather than control, viewing his company as a living, people-focused organism.

SASE & Zero Trust

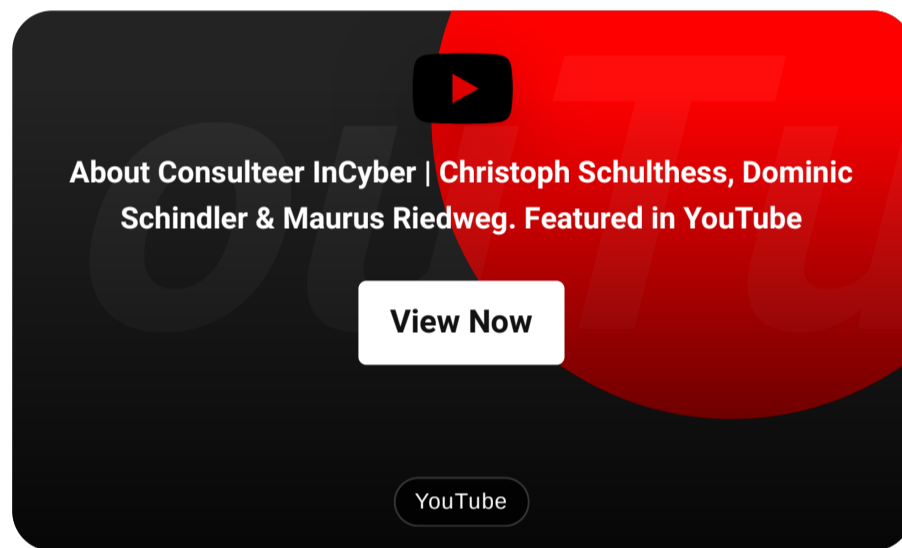
Advocates for modern IT infrastructures like Secure Access Service Edge, promoting a shift from capital to operational expenditure for businesses.

Lifelong Tech Passion

His interest in technology is deeply rooted, having started as a "programming kid" with an Atari computer in the 1980s.



Media Appearances



Work History

- 1-2021
Group CEO at Consulteer
- 8-2008 - 9-2021
CEO at Consulteer
- 11-2007 - 8-2008
Business Analyst at Petroplus
- 10-2006 - 10-2007
Product Manager at Sicap AG
- 10-2006 - 4-2007
Solution Designer at Sicap AG

Education

- 2014 - 2015
Master of Business Administration (M.B.A.) from IMD
- 5-2024 - 7-2024
Business Administration and Management from The Wharton School

More Information

Social Presence :



Prographics :

Exp : 26 Location : Lucerne, Lucerne, Switzerland Job Level : Leadership Designation : Group CEO at Consulteer

Insights For Selling To Maurus

👉 During A Call Or A Meeting

DO's

- Speak about competitive differentiation that your product offers
- Refer to testimonials from well-known industry leaders
- Hold your ground without indulging in one-upmanship

DONT's

- Don't be in a rush to invite them for a social meet and greet
- Do not hesitate from asking counter questions, just avoid challenging their authority
- Don't try too hard to forge relationships with them

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Maurus, this is [user_fname] at [user_companynamefirsttwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: To the point, measured

Example: Will this work?', '6.2% revenue impact' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip usual lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Something simple like 'Thanks', 'Regards', or nothing at all.

Tone of Words: Confident, direct

Overall Messaging: Focused on measurable results

Length of Mail: Very Short

Example: Less than 100 words

👉 While Negotiating & Closing

The secret to closing fast with Maurus is

- *Conviction around the impact matters the most to them, followed by a sense of achievement and ROI.*

Will you ever get a clear answer from Maurus

- *If they are not convinced, they will say no without any hesitation.*

Insights For Deal Planning

How Fast (Or Slow) Will Maurus Move?

- *If convinced, they can reach decisions quite fast.*

Can Maurus Take Some Risk Or Not?

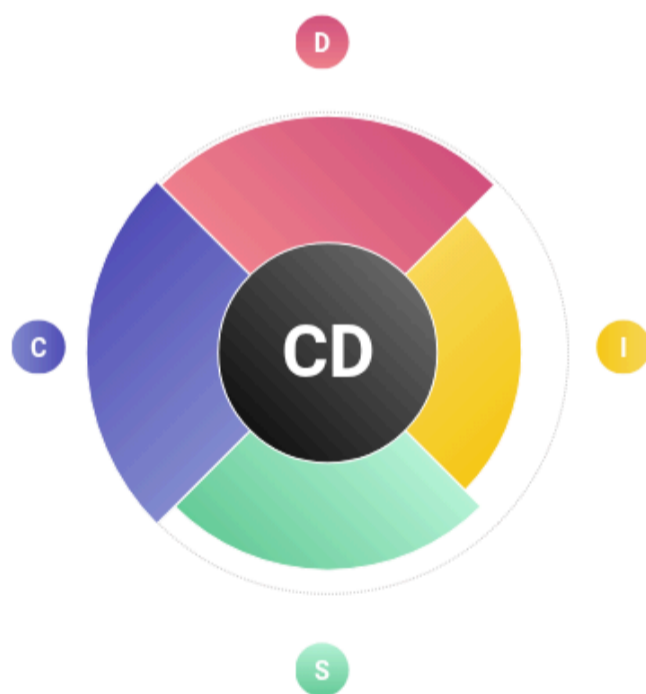
- *They do not shy away from taking risks, but can be quite binary about them.*

You And Maurus

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Maurus's Key Traits



CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.

DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.