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Unternehmensberatung

About hy

Data-driven. Entrepreneurial. Opinionated. hy is a new generation consultancy in the fields of innovation, pricing, sales, web3 and digital transformation, helping executives to realize their ambitious growth plans. Since its foundation in 2017, hy has completed over 400 projects for over 200 clients. hy is a legally independent subsidiary of Axel Springer SE, one of Europe's leading media and technology companies and a pioneer of digital transformation. Today, Axel Springer SE generates 95 percent of its profits with digital business models. Based on this experience, more than 50 digital experts, strategists, analysts and founders at hy support clients in identifying promising growth opportunities, developing and implementing new business opportunities, optimally monetizing existing and new business models, creating structures for continuous innovation and building a sustainable connection to the tech ecosystem. Sebastian Herzog has been the sole CEO since August 1, 2024.

Rethinking consulting, rethinking, thinking ahead - that's what we do at hy. We redefine consulting. For more information, visit [hy.co](https://www.hy.co) and follow hy on LinkedIn.

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 <https://www.linkedin.com/company/hyaxelspringer/>

Media contact

Sophie-Theres Guggenberger
Vice President, hy

+49 151 6558 7039
media@hy.co