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consulting group

About hy

Data-driven. Entrepreneurial. Opinionated. hy is a next-generation consulting company specializing in innovation, pricing, sales, and digital transformation. It supports leaders in achieving their most ambitious growth targets. Since its founding in 2017, hy has completed over 400 projects for more than 200 clients. hy is a legally independent subsidiary of Axel Springer SE, one of Europe's leading media and technology companies and a pioneer in digital transformation. Today, Axel Springer SE generates 95 percent of its profits from digital business models. Building on this experience, hy's team of over 50 digital experts, strategists, analysts, and founders help clients identify promising growth opportunities, develop and implement new business possibilities, optimize the monetization of existing and new business models, create structures for continuous innovation, and establish sustainable connections to the tech ecosystem.

At hy we are rethinking and future-thinking consulting, and creating a different mindset towards it. In short, we are redefining consulting. To find out more, go to hy.co and follow [hy on LinkedIn](#).

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