



LEVERAGE EXPERTS



**MAXIMILIAN RANG,**  
Manager customer & markets (CH)

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#### I believe

*"That there is a chance in everything.  
It is our job to find the opportunity in  
every challenge and explore its  
highest potential."*

#### I deliver

*"What I can, not only what  
I am asked for."*

#### I create

*"Lead."*

## Maximilian Rang - Identifying future trends and implementing them today. Manager customer & Markets

*Brands like Audi and Porsche entrusted Maximilian with world-premieres and press conference content on global events and trade shows. His forward thinking approach was honoured with multiple international awards including Cannes Corporate (Gold) and World Media Awards (Gold). In 2017 he decided to start a second career as a consultant for decentralised ledger technologies. He is part of several successful blockchain startups.*

**Digital Innovation**  
**Decentralized Blockchain**  
**Corporate Identity & Design**  
**Complex products**  
**Technologies**  
**Communicating**  
**Branding**

### Areas of Expertise

- Blockchain & other Decentralized Ledger Technologies
- Digital Innovation & Transformation
- Branding, Corporate Identity & Design
- Communicating complex products

### Professional Experience (et al.)

#### 2018 - Now

##### Freelance (Zurich)

► *Corporate Communications, Strategy, Business Development, Branding, Media Direction*

- ThreeFold
- Trustwise AG
- Wohnsitz Zürich
- Blockchainpark
- Risikofonds
- XBTO
- Stablehouse
- Thetemples.org

#### 2012 - 2018

##### KROPAC MEDIA (Ingolstadt)

► *Creative Director*  
*World premieres, commercials & audiovisual press conference content for Audi & Porsche*

**Leverage Experts AG (LE)** was founded in 2012 in Zurich as an independent group of interdisciplinary experts. The experienced team supports companies throughout complex and critical challenges with a strategic mindset and a passion for implementation. LE focuses on **Situations of Rapid Change (SRC)**, transformation, restructuring, and turnaround management. LE implements corporate and growth strategies, accompanies entrepreneurs through crisis situations, is leads (digital) transformation and restructuring processes and is a trusted partner for M&A and corporate finance goals. The team of *Leverage Experts* enhances an active and effective shaping of the future - At short notice, with high impact.