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CEO

EuPD Research | 360|Consult

Markus A.W. Hoehner Dipl.-Volksw. | CEO EuPD Research & 360|Consult

Markus A.W. Hoehner is the founder and CEO of the “Hoehner Research & Consulting Group GmbH” – represented through “EuPD Research” and “360|Consult”. He has top level research and consulting know-how in various fields, including renewable energies, clean technologies and sustainable management. Prior to the foundation of the Group the graduated economist gained experience as a management consultant, a managing partner as well as a director of strategic planning and business development in the communication industry.

Hoehner Research & Consulting Group GmbH

The group follows an integrated approach. With “EuPD Research” and “360|Consult” the company secured its position as the leading market researcher and consultant in the field of solar energy by providing sustainable solutions for sustainable companies since 2001.

In the area of solar, over 400 international research & consulting projects have been conducted for industry, associations and government. The interdisciplinary expert teams shed light on complex questions and analyze markets by using innovative methods. With the combination of high quality primary data, profound market expertise and a constantly growing expert network, the group ensures the provision of essential information and supports strategic business decisions in areas like sales/distribution, pricing, communication, services, products and M&A.

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