

Company announcement

Experienced management consulting partners launch new small- and mid-cap focused M&A and growth strategy boutique


Copenhagen, Denmark, 8 February 2024 – We are proud to announce the launch of CLARITY PARTNERS. CLARITY PARTNERS is a small- and mid-cap focused M&A and growth strategy advisor. We partner with our clients to jointly discover, unlock, and accelerate value creation along the full ownership cycle


We bring best-in-class global experience and expertise, catalysed by leading tech solutions and ecosystem of partnerships


We think like owners, act like owners, and aim to be a trusted partner for Private Equity investors, company owners and management teams


Who we are

The founder team holds decades of experience in company transactions and transformations, and share a professional background in Bain & Company and Boston Consulting Group:

 Asbjørn Kastaniegaard: Managing Partner – Three decades of experience as an operator, investor and advisor. Most recently Managing Director & Partner – head of Danish Private Equity and M&A practice, Boston Consulting Group

 Thomas Klemm Lerstrøm: Partner – A decade of experience in value acceleration and transformational change. Most recently Partner and leader in the Transformation and Financial Institutions practices, Boston Consulting Group

 Anders Gottlieb Kjølbye Thomsen: Partner – 10+ years of experience in Strategy, M&A and Private Equity advisory. Most recently Head of Strategy and CEO Office, NREP / Urban Partners

 Martin Bak-Nielsen: Partner – More than a decade of experience in advising companies on value creation. Most recently Associate Partner and leader in the Consumer Goods and Retail practices, Bain & Company

“CLARITY PARTNERS is my heartfelt commitment to reimagining management consulting – an industry we love and know well. It's about building genuine partnerships with clients and offering a sustainable career path for the industry's top talent” – Asbjørn Kastaniegaard

What we do

We offer services along the full value creation lifecycle, from investment assessment and commercial due diligence, through growth strategy and transformations to pre-sales support

Our operating model is closely integrated with eco-system partners to always ensure up-to-date knowledge on relevant industries, and GenAI tools to boost productivity and quality of analysis

We believe in flexibility, and always design project delivery towards client timelines and availability, and offer competitive commercial models tied to successful project delivery

"...We chose the name CLARITY PARTNERS to embody our commitment to being a steadfast and enduring ally for our clients. Our goal is to provide top-tier advice, fostered through a collaborative process, all offered at competitive prices..." – Asbjørn Kastaniegaard



From left to right: Asbjørn Kastaniegaard, Martin Bak-Nielsen, Thomas Klemm Lerstrøm, Anders Gottlieb Kjølbye Thomsen

Contact for further information

Asbjørn Kastaniegaard

Managing Partner

+45 9389 3143

asbjorn.kastaniegaard@clarity-partners.com

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