



“Dialogue builds trust”

27/06/2025 Industry lead Michael Tribus on customer intimacy in the consumer goods sector.

Which value matters in consumer goods? Trust and credibility determine brand loyalty. If you want to retain your customers in the long term, you have to act reliably. "Trust grows when companies listen – really listen," says Michael Tribus, Head of Consumer Goods at Porsche Consulting. "They have to understand what moves their customers and take them seriously." In a fast-moving world, long-term relationships are becoming a success factor. "Those who show respect and remain committed not only build closeness, but also a future."

As part of the Leaders Unplugged series, Porsche Consulting puts current business topics and controversial leadership issues on the agenda. To kick off the series, decision-makers from German industry came together at the Porsche Museum in Stuttgart to discuss the importance of values in difficult times.

Watch the video with Michael Tribus now.

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