

MG-Zug Advisory

Capabilities Overview

2026

Your best growth is already in your customer list.

Let's activate it.

Most B2B growth comes from existing customers. Yet most companies still spend the bulk of their marketing budget on new-logo acquisition and treat their installed base as a maintenance problem.

Building real growth from your installed base starts with structured proximity. User conferences, communities, Advisory Boards, VoC programs: each creates the trust and partnership that turn transactions into relationships.

And customers trust customers. Enterprise buyers rely on peer signals more than on any vendor content. Building a pool of engaged advocates is the highest-leverage investment a B2B company can make in Sales conversion.

These are not new insights. What is new is how few companies actually build the operating systems to act on them.

Your customers are your best story. Let's build the program that tells it.

Who I am

MG-Zug Advisory is my independent boutique practice. I am Magali Germain, senior marketing leader with 25+ years in B2B enterprise software (OpenText, Quadient, HP).

I specialize in three focused disciplines:

- Customer Marketing Startup Missions
- Customer Advocacy Programs
- Voice of Customer & Advisory Boards

My focus is the installed base: the long-term customer relationships that most B2B companies underuse.

My commitment: every engagement leaves your team with a working system, not a report.



Based in Zug, Switzerland.
Active across Switzerland and Europe.

My method

Every engagement follows the same four-stage structure.

1

Audit

État des lieux

Understanding your existing customer marketing activities, assets and gaps. Interviewing Sales, Customer Success, Product and Marketing.

2

Goals & Needs

Objectifs et besoins

Defining what success looks like for your specific context. Prioritizing the customer marketing outputs that will move the needle first.

3

Action Plan & Budget

Plan d'action et budgets

Building the operational roadmap: what gets built when, by whom, at what cost. Budgets account for external investments and internal team time.

4

Execution & Evaluation

Mise en œuvre et évaluation

Running the plan with your team. Measuring outputs against goals. Adjusting the operating model based on what works.

Every engagement leaves your team with a working system, not a report.

Customer Marketing Startup Missions

What it addresses

You know your installed base is a growth engine, but you don't have the map: which customers matter commercially, where retention risk sits, where upsell lives. Hiring a junior Customer Marketing Manager is asking them to build in the dark.

The alternative

A 3- to 6-month setup mission that gives you the full picture and the operating system, from base understanding to first working activities.

What I set up in 3 to 6 months

- Installed base understanding and segmentation
- Retention, upsell and cross-sell strategy
- Customer marketing operating model
- First activities running (stories, references, newsletter)
- Cross-functional interface (Sales, CS, Product, Marketing)
- Handoff and documentation for your internal team

Typical engagement

3-month starter mission

audit + strategy + first activities

CHF 30,000 – 40,000

6-month full setup

audit + strategy + operating model + handoff

CHF 55,000 – 75,000

Optional post-handoff retainer

Customer Advocacy Programs

What it addresses

Most B2B companies underuse their installed base: references are inconsistent, stories ad-hoc, referrals informal. The pipeline value of long-term customers is invisible to Sales. Customer Advocacy Programs fix that.

What I build with you

- Program strategy and multi-year roadmap
- Reference management system setup
- Customer story production pipeline (10+ per year)
- Peer-to-peer session frameworks
- Sales-facing enablement tools
- Program KPIs and reporting

Typical engagement

Full program build

3-6 months, fixed-fee

CHF 30,000 – 45,000

Program revitalization

2-4 months, fixed-fee

CHF 20,000 – 30,000

Proof from practice At OpenText, I led the revitalization of a near-dormant advocacy program into a system delivering 10 customer stories per year, executive interviews, peer-to-peer sessions, and USD 60M+ in influenced pipeline in FY2025.

Voice of Customer & Advisory Boards

What it addresses

Product Advisory Boards and Executive Advisory Boards are powerful when designed with intent, and expensive theatre when not. Same with VoC programs. I build the ones that generate insight and stick, not the ones that generate meeting minutes.

What I build with you

- Advisory Board charter design (Product, Executive, or both)
- Member recruitment strategy and outreach
- Session facilitation, in person or hybrid
- VoC methodology design
- Coaching of internal facilitators
- Reporting frameworks (Advisory input → Product / Sales)

Typical engagement

Complete Advisory Board setup

charter, members, first session

CHF 25,000 – 35,000

VoC program design + methodology

CHF 20,000 – 30,000

Proof from practice At OpenText, I revived four Product Advisory Boards and built the European Executive Advisory Board from zero. Strategic-account participation grew from 15% to 40% over 24 months. Certified CMA (Customer Advisory Boards Masters).

How I engage

Principles

Boutique by design. You work directly with me. No agency layer.

Setup, run, measure. Every engagement is designed around handoff.

AI-integrated, human-led. Modern tools as amplifiers of judgment.

Focused, not comprehensive. Three practices. I refer outside them.

Honest scoping. Fixed-fee packages. No scope creep.

Engagement flow

1

Discovery call

complimentary, 30-45 min

2

Proposal

within one week, fixed fee

3

Kick-off and delivery

weekly or bi-weekly touchpoints

4

Handoff and enablement

designed to be run by your team

Working languages French (native), English (fluent), German (Goethe B2, C1 in prep Oct 2026), Spanish (conversational) | **Geographic scope** Switzerland and Europe. On-site, hybrid, or remote.

About me



Magali Germain

Founder, MG-Zug Advisory

Senior Marketing & Customer Engagement Leader with 25+ years across international B2B enterprise software at OpenText, Quadient and HP.

Career-long focus on the installed base: Customer Advocacy, Reference Programs, Executive Advisory Boards, Voice of Customer, and expansion marketing.

Consistent pattern: take on unmanaged, disrupted or near-dormant situations and turn them into structured, measurable programs.

Recent proof

- USD 60M+ influenced pipeline (OpenText, FY2025)
- European User Conference grown 80 → 500+ attendees over 4 years (Quadient)
- Post-merger rebrand across 4 consolidated companies (Quadient)
- 4 Product Advisory Boards revived + European Executive Advisory Board built from zero (OpenText)

Recognition Across 14 LinkedIn recommendations: a rare combination of strategist and operator, a trusted translator between executive leadership and execution teams, world-class in customer advisory board practice.

Let's talk.

First conversations are complimentary. 30-45 minutes. Understanding your context, not selling.

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