

## **What is MasterPartner?**

MasterPartner is a privately initiated institute dedicated to addressing the structural distortions of the European labor market, and in particular, devotes itself to the search for and nurture of young engineering and technical talents for German mid-sized companies. Young graduates with a bachelor's degree from Southern European and South American universities, among others, are selectively identified and recruited for an assignment on behalf of German companies in their businesses and for an accompanying master's degree program at a German university.

## **Who is MasterPartner?**

MasterPartner was founded by Dr. Ludger Birkendorf, a recognized expert in the field of executive search activities, who now wishes to extend his experiences and his instincts in the search for the right heads to the area of recruiting young talents. Experienced professionals both in the field of tertiary education and also from private enterprises are also on board, so that the "thinking" of all of the parties involved receive the necessary attention.

## **What led to the formation of MasterPartner?**

In addition to the founder's aforementioned fundamental concerns, it was primarily his attentive monitoring of an alarming demographic development in Germany; namely, despite the rising number of freshmen studying mathematics, IT, natural sciences, engineering and technology, the professional prerequisites for the successful completion of a master's degree program are not being fulfilled, leading to the premature termination of their studies. As a result, from time to time there are more places for master's degree students than can be filled.

Parallel to this trend, economic distortions in countries, such as Spain and Italy, result in graduates of prestigious universities from these nations having only limited opportunities for adequate jobs in their native lands. Moreover, a migratory

movement of these qualified young people towards Germany has been observed for quite some time now.

Therefore, MasterPartner would like to make a virtue of two necessities, namely by recruiting interested and determined students from renowned universities from the said countries as early as possible – either shortly before or after they obtain a bachelor's degree – for a move to Germany; so that they can obtain a master's degree here in close cooperation with a company whose required profile they match.

## **What benefits does MasterPartner offer ... companies?**

Small to medium-sized companies frequently face the challenge of finding well-trained, motivated, and especially internationally oriented young talents. Every position that cannot be filled occasionally costs a lot of money and jeopardizes long-term planning security.

A forward-looking HR policy always depends on underlying economic or educational policy conditions that can only be influenced to a limited degree. Despite the fact, therefore, that many businesses definitely cultivate a close cooperation with nearby universities, the active search for ideal candidates is impaired by the fact that companies can only recruit those persons which such universities have to offer.

MasterPartner see itself as a services provider for companies seeking young talents with a clearly defined required profile – as part of their long-term manpower planning. Once a catalogue of criteria has been created through joint discussions, MasterPartner will place its international contacts and its flair for finding the "right head" at the service of the client company and will present corresponding candidates.

By virtue of the (see above) contacts that already exist in most cases between the respective companies and the universities in their vicinity, the availability of suitable places for master's degree students at these universities can be ascertained. Thus companies have the possibility, together with a tutor from the university, of incorporating and training young candidates using a target-oriented approach, and integrating them into German society.

After all, these companies will then have young talents whom they know

at their disposal once they have completed their studies for a master's degree and whom they were able to optimally prepare for future tasks, and who have surely not forgotten their mother tongues, and thus can offer a special extra benefit, especially for export-oriented companies.

MasterPartner is not only a mere intermediary – in the sense of a headhunter on a semi-academic level, but sees itself as a partner who is on the same common track and who will lead all parties surely and successfully towards their goals. At regular intervals, about twice a year, joint discussions will be held with all parties, at which suggestions, wishes, criticisms and ideas for improvement are to be exchanged.

## **What benefits does MasterPartner offer... universities?**

Universities have to face the competition just like companies do in a competitive market. Their excellent reputation has to be earned and is ultimately recruited from the qualifications of the young people whom they discharge into business life with a master's degree.

The candidates presented by MasterPartner are well prepared for a master's degree program, "hand-picked" in accordance with proven criteria, flexible, and internationally mobile. In short, they are the persons who will attain positions of leadership later in their professional lives and who, with their positive memories of their university, will contribute to the latter's reputation.

Furthermore, candidates from South American countries have frequently already obtained a master's degree there, which is not necessarily recognized in Europe, however. In other words, they come to Germany with a vast knowledge potential which makes the swift attainment of a master's degree here foreseeable. Not infrequently they are already working in the local branches of German companies, have the corresponding knowledge of the German language, and the desire to pursue an adequate profession here with a degree that is also recognized in Germany.

Last but not last, the reputation of a university can also be measured by to what degree European and international efforts to promote integration have been successfully implemented by the said university. In this sense too, MasterPartner will also help make a contribution, by augmenting the doubtlessly already existing international cooperation with other universities.

## **What benefits does MasterPartner offer... candidates?**

Candidates will have the possibility to say yes to a whole package of benefits and challenges.

MasterPartner comes with specific required profiles, on behalf and in the name of companies that are aware of their corporate social responsibility and that wish to engage in long-term personnel planning, with possibilities for social involvement and with the promise of not simply only finding young talents, but accompanying these young people through an important change in their lives.

In addition to the professional qualifications, what counts is the personal discussion; the flair for knowing whether a candidate is not only suitable for the assignment, but also fits the company.

MasterPartner wants to help facilitate social integration – a welcoming culture in a new environment – by interacting with international organizations, such as the Round Table, which can be found around the world and is carried by the idea of wanting to make a difference. In Germany alone, Round Table has 274 tables with several thousand members and has existed here for sixty years.

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