



**FABIAN NEUEN (D 2004)**

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## Fabian Neuen (D 2004)

Anyone who would like to get started on this topic is more than welcome to contact me ([fabian@peaches-benefits.com](mailto:fabian@peaches-benefits.com)) and talk to me about what are probably the most mysterious topics for us men.



[peaches-benefits.com](http://peaches-benefits.com)

# peaches



# Why he co-founded a women's business as a man

It is always exciting to find out what our WHU alumni are doing today and what drives them. **Fabian Neuen (D 2004)** has a special story to share. Besides management consulting, he has always been fascinated by entrepreneurship and has now founded the third company together with his wife Julia. With **peaches**, they address an underestimated niche that will be of great importance for organizations, business leaders and CHRO's in the future: **female health and female lifecycle management**.

**Dear Fabian, your latest start-up is called peaches. What exactly makes peaches unique?**

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We increasingly see that women base their careers on the different phases of life they go through. As a result, they are disadvantaged compared to their male counterparts – and everybody knows this. Interestingly, the situation has now changed: Companies are desperately seeking to hire female top talents and are trying to retain those women who are already in the respective firm – currently with rather moderate success, though. With peaches, we have developed a platform that offers companies a holistic service to improve that situation, ranging from consulting to providing family building and fertility benefits – and thereby doing so much more than just social freezing. We first analyze the so-called 'female turnover points' within the company. Along these turnover points, we then develop tailored experiences and thus inspire female employees. The result? Significantly enhanced employer branding and a strong emotional attachment thanks to the support during these sensitive moments.

**What are these turnover points, for example? And how does it feel to be a specialist in this domain – as a man?**

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The most critical turnover points for female talents include the phases when thinking about family planning, when trying to conceive, when pregnant, during parenthood and during

menopause. Companies not being able to cater to these important phases of life will fall short with regards to employer branding for females. Being aware of the challenges women are facing, it feels good to be able to contribute to more gender equality, which is indeed a struggle for many corporations when pursuing their ESG aspirations. Luckily, there are now solutions for those companies, also thanks to peaches. Advocating gender equality is an important topic for me and also from a business perspective, it is clear: companies increasingly need women in light of the labor shortage we are facing in Germany and Europe. A pre-requisite to succeed on this is that men need to understand in which phases women hope for, respectively: expect, support. Our latest study has just revealed that 86% of women wish for their employer to support them financially in matters related to fertility and pregnancy! Besides, we already know today that – due to demographic changes – up to 25% of women will be in menopause by 2030. Embracing such (former) taboo topics allows corporations to make a clear statement towards gender equality and to inspire the female workforce, thus becoming systematically more attractive to female talents.

**Which advice do you have for companies and how can they get started with you?**

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My advice is to not to wait too long, whilst hoping that these issues would disappear into thin air. We can see that companies that develop and implement a comprehensive female lifecycle management-system with us and also implement peaches' family building benefits will thrive and will likely outpace their competition with regards to female recruiting & retention in the future!

**Good to know:** In order to create some incentive to drive change, our **alumni benefit from a special WHU deal: 20% off service fees for our fertility benefits.**

Fabian, thank you for the interview!

