



## **THE AMERICAN DREAM USA Services GmbH – an overview**

### **Registered office**

Berlin-Kreuzberg, Mehringdamm 62, 10961 Berlin

### **Company formation**

THE AMERICAN DREAM has been operating under German law since 1996. It is registered as a GmbH (limited liability company) in Berlin/Charlottenburg (HRB 70622).

### **Company founders**

Holger Zimmermann and Marcus Sieber

### **Company history**

In 1996, CEOs Holger Zimmermann and Marcus Sieber founded the company in Berlin. Before the 90s, hardly anybody had ever heard of the United States' Diversity Visa Program (green card lottery). But THE AMERICAN DREAM (TAD) played a major role in increasing the program's popularity when it started advertising it on television, video text, and in several print and online media. In 2009, the company again had more than 1,500 customers who could win a green card. By now, TAD has customers from more than 70 different countries.

Since 2001, the company also offers a visa and immigration service for companies and individuals. Perfect service, a high level of competence and secured admission into the US: those are three important reasons more and more companies choose TAD to help them decide on the right visa and assist them with the application process.

TAD is Europe's leading company for all of this. In 2006, the company could celebrate its 10<sup>th</sup> anniversary, looking back on ten successful years in business.

### **Business philosophy**

We work hard for your dreams – Holger Zimmermann and Marcus Sieber still take care of all their customers personally. The fast, competent and personal customer service is the reason for the company's ten-year success story. After all, winning a green card or moving to the US temporarily often changes the customers' lives completely.

The business philosophy - based on American standards - emphasizes service, fast response and business transparency. Personal consulting is important: you can contact us 365 days a year via our hotline, our team usually answers emails within 24 hours, and there's a chat button on the contact page of our website that allows for "live" online consulting.

Other than many other providers, TAD is not an exclusively internet-based company. The internet, is, however, an excellent way of providing customers with extensive information. In addition, it offers customers fast and secure access to personal data. Nevertheless, we will continue to provide every customer with detailed information brochures by mail upon request.

Of course, professional and fast service is also a priority in consulting and assisting companies that are planning to send executives or personnel to the US.

### **Products & Services**

A governmentally approved consultancy service, TAD helps customers participate in the official green card lottery and assists companies and individuals handling applications for all other US visas. Our team supports the winners until they receive their green cards and can be reached in person by phone or email.

The service provided by the visa and immigration department includes comprehensive individual consulting and help with deciding on the appropriate visa category, assistance with the thorough planning of the project and supporting the customer in the handling of the visa application process, or even taking over the entire process.

### **References**

Cantor GmbH (Software), Conergy AG (solar technology), Degussa AG (chemicals), Heel GmbH (pharmaceuticals), Hotelgruppe Zehden & Albeck (hotels), Formel D (automotive supply industry), Fraunhofer Institute (materials research), Kronos AG (plant construction), Oculus GmbH (ophthalmological instruments), Paragon AG (automotive supply industry), Sauer Walzenfabriken GmbH (printing industry), SolarWorld AG (solar technology), Solon AG (solar technology), Strenesse AG (fashion), Thyssen Krupp Steel (steel /automotive industry), Thyssen Krupp Stainless / VDM (materials industry), Thyssen Krupp Technologies (plant engineering), Thyssen Krupp Services (manufacturing industry), Worthmann GmbH (engineering), and many more.

### **Target groups**

Individuals, executives and human resources managers.

### **Team Members**

The TAD team currently has 30 team members.