



**Prof. Dr. Veit Etzold**  
Consultant ■ Speaker ■ Bestselling author

## Want a faster, better and easier way to achieve your goals? The right story is the key.

### Executive coaching, workshops and keynotes in German and English

**As a 12-time Spiegel bestselling author, Veit Etzold is passionate about great stories. As a professor of neuromarketing, he's uniquely positioned to identify the stories his clients really need. His extraordinary brand of expertise is rounded out by some 20 years' experience in DAX companies, SMEs and consultancies.**

Prof. Dr. Veit Etzold helps entrepreneurs and CEOs craft the perfect story to position themselves, their product or business as a unique proposition on the market. In a world in which everyone so often seems to be doing the same, he argues, a distinctive story can be your unfair competitive advantage. Following a long and distinguished career comprising roles as an executive at Allianz Group, a financial services consultant at Boston Consulting Group and a programme director at the prestigious ESMT Business School in Berlin, today Veit is a sought-after keynote speaker, specialist author, workshop leader and coach. For more than 20 years, he's been showing business owners, CEOs and managers how the

right story can make all the difference – whether they want to boost their products, their personal brand, their employer reputation or the effectiveness of their strategy.

Veit Etzold is a certified business and team coach (DBCA) and a professor of strategy and neuromarketing at Aalen University. He also lectures regularly at St. Gallen, the Zurich University of Applied Sciences in Business Administration (HWZ), the WHU - Otto Beisheim School of Management, the IESE Business School and the European School of Management and Technology (ESMT).

Veit holds a doctorate in Media Studies and an MBA from the IESE Business School. His latest German-language book *Strategie umsetzen - aber richtig. Der Survival Guide für Führungskräfte (Doing Strategy Right. The Survival Guide for Managers)* is published by Gabal Verlag.

## Expertise

- ▶ Strategic stocktaking, vision, goal achievement and the creation of a personal story (for both realms – professional and private)
- ▶ Strategy and change communication, stage coaching for townhall speeches and change initiatives for executive teams and senior managers
- ▶ Coaching for consulting teams and other professional services firms on achieving the perfect project pitch
- ▶ Crafting of equity stories for private equity funds, start-ups and real estate companies

## Specialisms

- ▶ Business coaching
- ▶ Team Coaching
- ▶ Storytelling for keynotes and workshops
- ▶ Stage and townhall speech training for executive teams and senior managers
- ▶ Group coaching for business owners as part of an original, self-devised 'storytelling MBA' programme
- ▶ Group coaching for CEOs as part of an original, self-devised strategy mentoring programme

## Contact

**Dipl.-Kfm. Brigitte Siegert**  
Management Prof. Dr. Veit Etzold  
Keynotes, Workshops & Consulting

☎ +49 (0) 30 3974 3667  
✉ info@veit-etzold.de  
🌐 www.veit-etzold.de

## C.V.

- ▶ CEO & Founder at Dr. Veit Etzold GmbH, Strategy & Storytelling
- ▶ Professor of Strategy & Neuromarketing and Director of the Competence Center for Neuromarketing at Aalen University, Baden Württemberg
- ▶ 12-time Spiegel bestselling author with two million books sold across various publishers: Kiepenheuer & Witsch, Bastei Lübbe, Droemer Knauer, Wiley, Springer, Gabal
- ▶ Programme director at the European School of Management and Technology (ESMT) in Berlin
- ▶ Consultant in the Financial Services division at Boston Consulting Group and Member of the BCG Strategy Institute
- ▶ Executive at Dresdner Bank and Allianz Group

## Successful projects for:

- ▶ BCG, McKinsey, Bain & Company, Kearney, Advyce-Perlitz and many more
- ▶ KPMG, PwC, Deloitte, EY
- ▶ Siemens, Deutsche Bahn, Continental, Lufthansa, Brussels Airlines, Talanx, Egon Zehnder, SAP, Johnson & Johnson, Pfizer, E.ON, Telefonica

**SPIEGEL  
BESTSELLING  
AUTHOR**

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**STRATEGY & STORYTELLING**

Dr. Veit Etzold GmbH / Strategy & Storytelling  
Kurfürstendamm 14 ■ 10719 Berlin