



Christian Erhard

“Helping marketing leaders achieve their goals quicker.”

Christian helps marketing leaders to position marketing internally, partner with other business functions and to build world-class, international organizations. His approach is to integrate business goals with the desired behavioral change.

Qualifications

Christian has held multiple marketing leadership roles. He acquired a deep understanding of digital marketing channels. Christian has been part of eBay's executive teams in Turkey and Germany. He learned how to lead multi-national, cross-functional teams and deliver business results.

Coaching is his preferred leadership style. He believes in business success through empowering people and enabling self-governance. In 2018 he began a postgraduate Master in Executive Coaching at HULT Business School in Ashridge.

Professional Stations

- **Director Seller Marketing & Content EU** · Ebay, Switzerland 2016–2018
- **Director Marketing Germany** · Ebay, Germany 2015–2016
- **Chief Marketing Officer** · Gitti Gidiyor, Turkey 2014–2015
- **Various Roles In Ecommerce** · for Lycos Europe, Ebay 2000–2014

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