



Christian Erhard

“I build winning teams in an environment of ambiguity and change.”

I believe in the ability of people to develop themselves at all stages of their life. My clients share my conviction that empowerment and accountability lead to the best outcome for both the company and its employees.

My Experience and Impact

At woowai, I help my clients to build winning teams. I do so by creating alignment, identifying required behaviors, and improving the quality of work. I joined woowai to make the development of people and organizations the main focus of my professional career.

Previously I have held marketing leadership roles at eBay, where I built global teams on the business and consumer marketing side. Being part of eBay's executive teams in Turkey and Germany, I drove both marketing strategy as well as the execution through multi-national, cross-functional teams. By applying a “leader as coach” management style I increased employee engagement while delivering results for the business.

In 2020 I plan to finish a postgraduate Master in Executive Coaching at HULT Business School in Ashridge. In 2019 I extended my studies into team coaching at the FHNW in Switzerland.

My Key Successes and Professional Stations

- Over 100 coaching sessions in the last 12 months
- Built a global marketing team across 9 countries
- “Hero Award” for people management
- Team transformation to implement a marketing cloud solution

- **Partner** · woowai AG, Switzerland, 2018–today
- **Director Seller Marketing & Content EU** · Ebay, Switzerland 2016–2018
- **Director Marketing Germany** · Ebay, Germany 2015–2016
- **Chief Marketing Officer** · Gitti Gidiyor, Turkey 2014–2015

My Signature workshops

Diagnosis of team readiness, Personality Assessment, Coaching Skills for Leaders, Team Coaching

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Schedule a meeting:

bookme.name/cehard/lite/30-minutes