



# Werner Krebs-Fleischmann

Transformation Consultant. AI Strategist. Executive Coach.

Independent consultant	04/13 – until today
Senior Management Consultant Transformation IBM Deutschland GmbH	01/99 – 12/12
Management Consultant/Trainer, PSI AG	02/92 – 07/98
SR Office Communication, CoCoN GmbH, Hamburg	07/91 – 01/92
Assistant Sales Manager / IT DTV GmbH & Co. KG, Cologne	10/89 – 06/91
Assistant to the General Manager PSD GmbH, Hamburg	01/83 – 09/89
Programmer Law Firm, Berlin	08/79 – 12/82

## Technology as Driver. Corporate Culture as Transformer. Leadership as Shaper.

For over 30 years, I have been accompanying, advising, and shaping change and transformation in companies. I live digitally. I think analogically. I love technology and have a deep passion for AI.

I advise teams, executives, and culture-shaping individuals. I facilitate. I design and conduct workshops. I design processes and achieve concrete results.

I strategically apply knowledge management to build dynamic networks that actively foster cross-boundary exchange.

I navigate the complexity of AI and its impact on people.

I am a specialist in communication. I am proficient in marketing and management.

I act responsibly, ethically, and transparently. I promote understanding of change and the necessary shift in mindset.

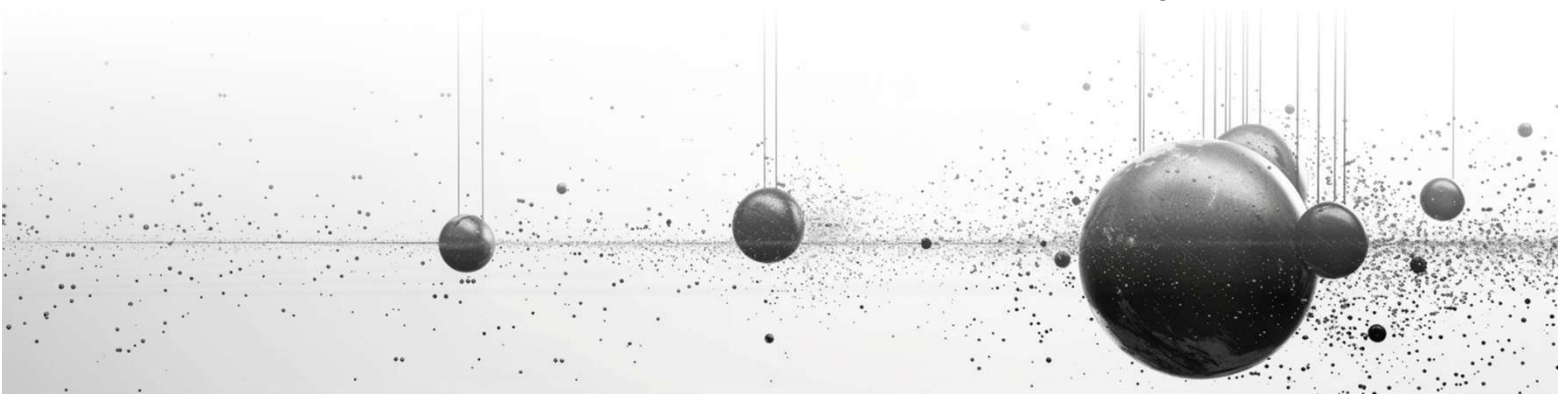
I am familiar with crises and comfort zones and work efficiently in both environments.

I look forward to meeting you, your company, and the next challenge.

German: Native language  
English: Business fluent

+49 177 41 09 789  
werner@krebs-fleischmann.de  
www.krebs-fleischmann.de

Berlin





# Werner Krebs-Fleischmann

Transformation Consultant and Executive Coach

**Phone:** +49 177 41 09 789

**Email:** werner@krebs-fleischmann.de

**Location:** Berlin

## Summary

For over 30 years, I have been working as a transformation consultant and leadership coach, demonstrating comprehensive digital competence. My consulting focuses on cultural and organizational transformation within the context of technological changes. I have successfully implemented this form of consulting in companies of all sizes.

## Strengths

- **Leadership Competence:** Consulting and coaching at executive and board level
- **Technological Expertise:** Profound knowledge in artificial intelligence and digitalization
- **Change Management:** Successful leadership and support of transformation processes
- **Corporate Dynamics:** Successful navigation and influence within large corporate structures and organizations
- **SME Flexibility:** Adaptability and efficient problem-solving in small and medium-sized enterprises

## My motivation

- **Technology as a Driver:** I am fascinated by the rapid development of AI, robotics, and the ongoing digitalization, which motivates me to develop innovative solutions.
- **Shaping Leadership, Strategy, and Change:** I love navigating complex transformative processes and inspiring both leaders and teams.
- **Fascination with Complexity:** The search for emergent patterns in complex situations fascinates me and represents an exciting challenge. This task allows me to fully utilize my talents and showcase my enthusiasm for the subject.
- **Tangible Results:** I am passionate about pursuing pragmatic approaches, as they enable me to not only develop strategies but also implement them effectively in daily operations.
- **"Not my cup of tea":** While I am capable of executing "downsizing," my true passion lies in expanding into new areas, building sustainable growth strategies, and thus increasing the size of the company

## Professional career

**Transformation Consultant and Executive Coach**  
**Independent consultant**

04/2013 – until today

- **Business Alignment:** Developed business alignment and defined functional priorities for the executives of an AI software company; resolved conflicts among executives, leading to a clear business strategy and constructive collaboration.
- **Growth Strategy:** Developed a growth strategy for the sales department of an AI software company.
- **IT Transformation:** Efficiently realigned a cross-departmental IT platform for an insurance group, supporting streamlined business processes.
- **Professionalization and Market Presence Enhancement:** Repositioned various engineering firms with visions, target group definitions, and driver models, including emphasizing BIM competence, leading to clear goals and sustainable growth.
- **M&A Transformation Processes:** Supported and optimized transformation processes during M&A phases in software corporations.
- **Line Transformation:** Realigned a business line of a telecommunications group under a changed executive function.

# Werner Krebs-Fleischmann

Transformation Consultant and Executive Coach

Phone: +49 177 41 09 789

Email: werner@krebs-fleischmann.de

Location: Berlin

## Other strengths / skills

- **Strategic Thinking:** Development and implementation of long-term, results-oriented strategies
- **Facilitation Experience:** Experienced facilitator for complexity and large-group workshops
- **Pragmatic Implementation:** Active support in the implementation of change strategies
- **Crisis Management:** Efficient handling of crisis situations as a member of the crisis intervention team
- **Value Orientation:** Promotion of values-based personnel and organizational development
- **Communication Skills:** Open, team-oriented communication and strong social competence
- **Project Management:** Effective management of projects and coaching of executives
- **Innovative Capability:** Development of customized solutions for complex problems
- **Co-author of the book** "Change the Game." on the transformation of IBM in Germany (Murrmann Verlag GmbH)
- **German:** Native language
- **English:** Business fluent

## Other professional positions

**Transformation Consultant at IBM Deutschland GmbH**  
**Senior Management Consultant**

01/1999 – 12/2012

- **Enhancing Performance and Revenue:** As a Change Coach, I significantly contributed to the successful transformation of IBM in Germany, leading to a substantial increase in performance and revenue (double-digit revenue growth YoY).
- **Leadership Development:** Supported the transformation team of up to 75 executives, both individually and as a group, improving their leadership skills and adapting to transformation processes.
- **Strategy Implementation:** Successfully implemented the global IBM strategy to meet the specific requirements of the German market.
- **Event Management:** Ensured a smooth overall presentation of the management team at major events such as CeBIT and internal conferences.
- **Crisis Management:** Provided ad hoc support and problem-solving for executives, managers, and employees.

**Management Consultant and Trainer at PSI AG, Berlin**

02/1992 – 07/1998

- **Successful Implementation of IT Systems:** Provided consulting and support for the implementation of complex IT systems in companies, focusing on user support during the change process.
- **Effective Organizational Development:** Implemented unified systems following corporate mergers and extensive reorganizations.
- **Project and Leadership Coaching:** Coached projects and executives across various industries, including a major project with 17,000 users in a banking group.
- **Customer and Team Collaboration:** Promoted collaboration and conflict resolution within teams and with customers, achieving high satisfaction and successful outcomes.
- **Continuous Professional Development:** Completed a two-year training program in organizational development and continually expanded knowledge in IT and organizational development.

**Sales Representative for Office Communication Systems**  
**CoCoN GmbH, Hamburg**

07/1991 – 01/1992

**Assistant Sales Manager and IT**  
**DTV GmbH & Co. KG Marketingkooperation, Cologne**

10/1989 – 06/1991

**Assistant to the General Manager – PSD GmbH, Hamburg**

01/1983 – 09/1989

**Programmer at a Law Firm, Berlin**

08/1979 – 12/1982