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Dr. Veit M. Etzold



LECTURER, STRATEGY PROFESSIONAL AND BESTSELLER AUTHOR

Curriculum Vitae

EXECUTIVE SUMMARY:

- Program Director in executive education at ESMT Berlin
- Lecturer on strategy related topics at ESMT, Berlin and IESE Business School, Barcelona
- Freelance lecturer and consultant in the fields of strategic positioning, storytelling and marketing
- Author of several publications on marketing in respected journals
- Marketing Manager in the fields of banking and strategy consulting at Boston Consulting Group and Booz & Company
- IESE MBA with focus on strategy and marketing
- Successful author of thriller novels (latest book “Final Cut” sold more than 120,000 times in 2012, successor “Seelenangst” in 2013 more than 80,000 copies)

PROFESSIONAL EXPERIENCE

Strategy Consultant, author and lecturer on Strategy in Executive Education, 08/2010 until now

- Working as strategy consultant, trainer, keynote speaker in fields of global strategy, marketing and storytelling, see www.veit-etzold.de
- Author on bestselling fiction and non-fiction

European School of Management and Technology (ESMT), 01/2011 – 06/2012

- **Program Director** and consultant for executive education in the fields of strategy, marketing and corporate storytelling for service industry and banks, ESMT business school, founded 2002, is #10 in Europe and #17 worldwide (FT ranking May 2011), full time position in 2011 and free-lance position from June 2012 onwards

Booz & Company, Freelance Consultant in Financial Services and Marketing, 06/2010 – 12/2010

- **Consultant** on Islamic Banking Project in London, doing due diligence and preparing investment roadshow for Islamic Investment Bank to raise \$ 100 million in rights issue
- **Advisor** on marketing and positioning of Booz & Company, reporting directly to the CEO of the German operations

Boston Consulting Group (BCG)

Global and German Marketing and Branding, 04/08 – 12/09

- Developed and organized major client conferences **for top clients of BCG Germany**, including agenda setting, speaker selection and overall framework; built client events like *Kronberg Strategy Conference*, *Strategy Circle* and *Impact* according to target client group, **doubled acceptance** rate of AAA clients
- Executive Manager of **BCG Brand Club** in 2008 and 2009, Germany’s top marketing and branding event, together with **Antonella Mei-Pochtler**, Global Head of **BCG Marketing**; carried out intensive analyses of branding consumer products in the 21st century

- Pioneered and fostered best practice sharing on client conferences on European level, especially with **BCG France**
- Invented and developed idea of **Strategy Exhibition of BCG in major Berlin Museum**, headed project team for Exhibition-proposal including timeframe, cost and content for German Executive Board
- Spearheaded writing and development of **BCG Book on Strategy aphorisms** for major clients, together with Antonella Mei-Pochtler

BCG Global Strategy Institute, 08/06 -12/09

- Promoted BCG's *Strategy Gallery*, a web-based platform on **strategy aphorisms and corporate storytelling** for European client events (for example: "**Madonna and innovation**", "William the Conqueror and Post Merger Integration") inside and outside of BCG, reporting directly to **Bolko v. Oetinger**, founder of BCG Germany
- Spearheaded and shaped use of **strategy aphorisms and mind mapping** in client executive workshops for **consumer product companies**, together with BCG client coordinating officers

BCG Financial Services Practice Group and Public Sector, 08/05 – 03/08

- Analyzed **operations and strategy** for a conservative political think tank in Germany
- Identified for European Insurance company **growth opportunities** for the next decade, especially in wealth management and **Islamic Banking**
- Identified **growth options and M&A targets** in Europe for German universal bank
- Supported integration of three insurance companies under one holding
- Developed **new sales format** for German universal bank, conducted and built detailed business case concerning product portfolio, revenues and cost

Dresdner Bank AG, Berlin and Frankfurt, 02/03 – 06/05

- Developed as member of corporate center project team **a new sales training** for Dresdner Bank, including training manuals and educational videos, together with major US sales-consultancy
- Led major branch in Berlin as **deputy branch manager** (5000 clients) and smaller branch, improved internal structures and employee motivation and brought both branches among the Top 5 of the region
- Participated in **capital markets education program** and exam, issued by Dresdner Bank and Ludwigs Maximilians University Munich

Boston Consulting Group, Lycos Europe, Bertelsmann AG, DHF AG, 06/01 – 08/02

- Engaged as Visiting Associate at **BCG** in value management/corporate finance project
- Set up and developed content and cooperation partners for career website of **Lycos Germany**
- Coordinating online synergies within **Bertelsmann** with corporate development
- Set up and led intern forum of **Bertelsmann**, where top managers of Bertelsmann were invited to talk to interns

EDUCATION:

IESE Business School / CEIBS Shanghai, 06/09 – 09/10; #3 in Executive Education (FT 09), #1 MBA (Economist 09)

- Global Executive **MBA** in Barcelona, Madrid, Silicon Valley, New York and Shanghai

Ludwig-Maximilians-University Munich, 05/04 – 11/04

- Capital Markets certificate issued by LMU Munich and Dresdner Bank

University of Oldenburg, 03/02 – 12/05

- **PHD** (extra occupational) in Media Sciences, *Magna cum laude*

King's College London, 09/99 - 06/00

- Academic Year in English language and literature, top 10% of class

- Student Ambassador of King's College
University of Oldenburg, 10/96 – 02/02
- Master degree in English and Media Science, top 5% of class

MEMBERSHIPS

- Member of **Atlantikbrücke (Atlantic Bridge)**, society for the friendship between the USA and Germany
- Alumnus of **German National Merit Foundation** (Germany's #1 scholarship foundation)

LINGUISTIC ABILITIES AND OTHER SKILLS:

- Languages: German (native), English (excellent; TOEFL 2008: 120/120); French (skilled), Italian (basic), Spanish (basic), Chinese (very basic)
- Computer Skills: MS-Office, CMS Software (Typo 3, Wordpress), basic HTML
- Other interests: Martial arts (Karate, Judo), Fitness, Arts and Culture, Drawing, Reading, Writing (Essays, novels, short stories)

PUBLICATION LIST:

Forthcoming publication projects on global business and strategy:

- To be issued in February 2014: "Equity Storytelling – Think, Tell, Sell – Wie Sie mit der richtigen Story den Unternehmenswert erhöhen – how to increase equity value with the right story", Springer Gabler Publishing, 2014, with Thomas Ramge (Brand Eins, The Economist)

Academic- / Non Fiction books:

- "Der weiße Hai im Weltraum / Jaws in Space – Storytelling for Managers", Wiley Publishing, September 2013, Top 10 Career book of the year in "Hamburger Abendblatt"
- With Daniel Stelter, Ralf Berger, Dirk Schilder, "Die Billionen Schulden Bombe – Wie die Krise begann, und warum sie noch lange nicht zu Ende ist" (The Trillion Debt Bomb – How the crisis started and why it is not over yet), Wiley, April 2013

Recent Academic Awards:

- "Storytelling for Managers" as Top 10 career book of the year 2013 according to "Hamburger Abendblatt", Hamburg, Germany
- #2 winner of Emerald Global Emerging Markets Case Competition with "An old bank in a new country – restructuring Nile Commercial Bank of South Sudan"
- Winner of the 2011 EFMD case writing competition together with Dr. Urs Müller (ESMT) in the category "Family business" with "Waltraud Ziervogel at Konnopke's Imbiss: Re-inventing a Berlin icon"

Speeches on selected conferences:

- Speech on innovation at Hong Kong / Berlin delegation at Hong Kong Economic Trade Office, June 2012
- Speech on strategy and storytelling at BCG / BMW event, Munich, January 2012
- Speech on corporate storytelling at CFO Summit, Financial Gates/FAZ Institute, Bad Nauheim, September 2011

- Speech on corporate storytelling at BCG Brand Club, Petersberg, Königswinter, Bonn, June 2010

Academic Publications / case studies on strategy, marketing and storytelling:

- “Was überzeugt den Kunden” (“What convinces the client?”) case study on Storytelling in the consulting business, with comments from Prof. Dr. Dietmar Fink, Thomas Hermann (head of strategy Evonik Industries, Prof. Burkhard Schwenker, CEO Roland Berger Strategy Consulting, Harvard Business Manager, October 2013
- “Jaws in Space – Why Storytelling is important and what managers can learn from bestsellers and movies”, in *European Financial Review*, August 2013
- With Urs Müller: “Minimal change can be best option”, case study, *Financial Times*, London, May 1, 2012
- With Urs Müller (ESMT): “Waltraud Ziervogel at Konnopke’s Imbiss: Re-inventing a Berlin icon”, ESMT case study, March, 2012, winner category “family business” in 2011 EFMD Case Writing Competition, published by ecch, ESMT and Harvard Business Publishing
- „Power Plays: What Shakespeare can teach on leadership“, Business Strategy Series, March 2012, p- 63-69
- “Geschäftsberichte mit Spannung aufladen” (Bringing suspense to corporate reports), manager magazin online, February 18, 2012 (German) <http://www.manager-magazin.de/unternehmen/artikel/0,2828,815761,00.html>
- “Storytelling is key to good business writing”, BA Business Life, January 17, 2012 <http://www.babusinesslife.com/News-and-Blogs/Guest-Blog/Storytelling-is-the-key-to-good-business-writing-.html>
- “Storytelling is key to producing a good corporate story”, The Drum, December 1, 2011 <http://www.thedrum.co.uk/news/2011/12/01/storytelling-key-producing-good-corporate-story-veit-etzold>
- “St. Paul as a Sales Strategist”, Business Strategy Series, Vol. 10, No.2, 2009, pp. 86-89
- With Ted Buswick: “Metaphors in Strategy”, Business Strategy Series, Vol. 9, No. 5, 2008, pp. 279-284

Academic Publications on international / cross cultural finance:

- With Daniel Stelter, Ralf Berger, Dirk Schilder: The Emperor is naked – Why there is no more time for conventional solutions to get out of the debt crisis, part 1 and part 2, in *European Financial Review*, London, Mai and June 2013
- With Philipp Wackerbeck: “Going West, Again – The New Offshore Opportunity in the Arab World”, *European Financial Review*, February, March 2012, pp. 68-74
- Case study with African Development Corporation: “An old bank in a new country – Restructuring Nile Commercial Bank of South Sudan”, ESMT case study March, 2012, published by ecch, ESMT and Harvard Business Publishing, winner of 2nd place in CEEMAN Emerging Market Competition 2012
- With Alberto Ribera and Philipp Wackerbeck: “Soul Searching after the Crisis- Islamic Banking Lessons for the Financial Sector”, *IESE Insight Magazine*, Third Quarter 2011, pp. 52-59
- With Philipp Wackerbeck: “Islamic Banking – Dawn of a new Era”, *IESE Technical Note*, IESE Business School, Barcelona, May 2011

Business related publications:

- “Murder he Wrote”, Feature on Veit Etzold in *InsideOut, Institute of Internal Communication*, London, March, 2012
- “Final Cut” – Preview, in *Rampstyle*, Red-Indians-Publishing, März, 2012p.261-266,
- Der Powerseller - Paulus als Vertriebsstrategie (The Powerseller – What managers can learn from St. Paul), Management Essay, Vatican Magazin, Rome, July 2009 (German)

Novels / Thrillers:

- *Seelenangst* (Agony), 420 pages, Bastei Lübbe, Köln, August 2013, Spiegel Bestseller
- *Spiel des Lebens* (Game of Life), All Age Thriller, 360 pages, Köln, September 2012 (German)
- *Final Cut*, Thriller, 447 pages, Bastei Lübbe, Köln, May 2012, 14 weeks on German bestseller list, translated in 7 European languages.
- *Das Grosse Tier* (The Great Beast) Thriller, 490 pages, Kiepenheuer & Witsch, Köln, February 2010, exists also as Audio book issued by Lübbe Audio, Cologne, read by Franziska Pigulla, the German voice of Agent Scully of the X-Files (German) and e-book (German)
- *Dem Tod auf der Spur*, 13 spektakuläre Fälle aus der Rechtsmedizin, (On Death's Trail, 13 spectacular forensic cases) with Michael Tsokos, chief medical examiner of forensics at Berlin's Charité hospital, Ullstein Verlag, Berlin (German), exists also as audio book and e-book (German)

For more information on teaching activities in strategy and positioning, please visit:

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