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## CHRISTIAN A.W. BERNER



### **Head of the Berner Group (CEO) Expert on Digital Transformation and Change Management**

Christian Berner is the second-generation head of the Berner Group, a family-run European trading company.

Christian is an expert in the field of restructuring, digital transformation and change management. As member of the Generation Y he pushes the subject of digitalization in his company with conviction and success, but has also grown up in the conventional world of last century's direct sales. Hence, value-based and sustainable change management amongst strategic customer centricity are his core topic.

After his Abitur Christian Berner studied Business Studies in Würzburg (Bavaria) and has a Master's degree in business administration.

From 2011 to 2012 he was member of the Berner SE supervisory board and since October 2012 he is appointed to the Berner SE executive board.

Christian has distinctive expertise in the field of direct sales and also is a representative of the digitalized world.

#### **Topics (Selection):**

- Data Revolution & People's Evolution
- Agile Customer Centricity
- Radical Management