

PROFILE

Prof. Dr. Waldemar Pelz

Bad Soden am Taunus, Germany

Tel.: +49-6196-23048

E-Mail: wp@wpez.de



EDUCATION / QUALIFICATION

- ◆ Graduated in Business Administration and earned a PhD from the University of Frankfurt, Germany
- ◆ Since 1994, Professor of General Management, Marketing, and International Management at THM Business School in Giessen, Germany
- ◆ Honorary Visiting Professor at Aston University in Birmingham
- ◆ Author of more than 50 publications primarily in the fields of sales, management, and leadership

OCCUPATIONAL EXPERIENCE

- ◆ Six years of entrepreneurial experience (managing a family business)
- ◆ Ten years of experience in various roles primarily at a global chemical and pharmaceutical company (Sanofi, formerly Hoechst AG). Areas of responsibility: marketing and sales, assistant to the board of directors, project leader for innovation management, head of the leadership development department
- ◆ Since 1994, Professor of General Management, Marketing, and International Management
- ◆ CEO of the Institute for Management-Innovation (Targena GmbH)
- ◆ Chairman of the Supervisory Board of WI-AG (a Software Company)

FIELDS OF CONSULTING AND TRAINING (SEE REFERENCES)

Teaching and Training

- ◆ Effective Leadership (Giessen Executive MBA)
- ◆ Organizational Behavior
- ◆ Entrepreneurship
- ◆ Business Simulations
- ◆ Company-Specific General Management Programs
- ◆ Professional Business Planning

Consulting services

- ◆ Management Audit
- ◆ Utilization of 360-degree feedback for leadership skill improvement
- ◆ Implementation of transformational leadership
- ◆ Assessment Center for the selection of high potentials

- ◆ Provision of validated assessment tools such as: Business-Related Inventory of Personality, Transformational Leadership Questionnaire, Willpower Inventory, Career Planning, Emotional Intelligence Testing, Extrinsic and Intrinsic Motivation, etc.
- ◆ Personal Development Plan and Coaching

LANGUAGES

German, English

SELECTED REFERENCES AND PROJECTS

- ◆ Baxter Germany: Implementation of a leadership development program in sales
- ◆ Audi AG: Research study on best practices in leadership development (what can we learn from the best-led companies) and design and implementation of a general management program
- ◆ Study “Leadership and Innovation at German World Market Leaders (so-called Hidden Champions)” on behalf of the most successful retailer in Germany (Lidl & Kaufland) as a basis for a leadership development program
- ◆ Bayer AG: Qualification program on entrepreneurial spirit for R&D managers
- ◆ Numerous consulting projects for small and medium-sized companies, primarily in the field of leadership development, customer and employee satisfaction surveys, 360-degree feedback, management coaching
- ◆ For a list of publications, see: www.management-innovation.com/publikationen.html

OTHER SELECTED CUSTOMERS

- ◆ amedes Holding GmbH
- ◆ BASF
- ◆ Bayer
- ◆ Baxter Germany
- ◆ BSN Medical
- ◆ Brita
- ◆ Deutsche Bank
- ◆ Deutsche Telekom
- ◆ F.A.Z.-Institute
- ◆ Haufe-Akademie
- ◆ HUMAN Diagnostics
- ◆ Merck KGaA
- ◆ REWE
- ◆ Viessmann

Bad Soden am Taunus, November 17, 2023

