



Wer bin ich

Eine international erfahrene Führungskraft und ein anerkannter Experte für das Coaching von Führungskräften, der die Weiterentwicklung von Menschen stets in den Mittelpunkt seiner Arbeit stellt



Markus Pfeifer is an internationally experienced executive, business advisor & executive coach. He has worked for many years closely with executive decision makers and entrepreneurs shaping and executing business transformations, repositioning programs, and customer centricity projects. Markus is recognized as an expert in coaching leadership and always makes developing people his priority. Combining the people perspective with his experienced business perspective gives him the ability to improve performance of individuals while raising the quality of life inside and outside of the office.

Markus draws on more than 20 years of line management experience. He has served as a General Manager/Director for Mercedes-Benz Trucks in Europe and Freightliner/Western-Star Trucks in the United States with a functional focus on Marketing, Sales, Controlling and Strategy development and execution.

Streamlining organizations towards Customer Centricity (CX) and the implementation of Customer Journeys was his business focus in the USA and in Europe. Restructuring and leading sales organizations, setting up new departments and teams in the areas of Planning, Reporting, Forecasting, Scenario Planning, Competitive Intelligence, and Strategic Sales and Key Account Management has been a key accomplishment during his professional life.

Markus is a graduate of the University of Mannheim and has a broad educational background including International Business, American studies, History and Media studies with one year of intensive Marketing education on MBA & PhD level at the University of Massachusetts/Amherst.

Markus has over 10 years of experience as a company internal Mentor und Coach („Living Forward“, Building Champions). During this time he used tools like the DISC profile and 360 Feedback tools for team and individual development activities. His formal coaching education includes a class at the Harvard Extension School (PDP) „Leadership Coaching Strategies“ (2021) and other Leadership/Mindfulness/Emotional Intelligence training classes (Disney Institute, Center for Creative Leadership und Search Inside Yourself (Google)). He has achieved his certification as a Business Coach from the Münchener Akademie fuer Business Coaching and the German Coaching Association (DCVT) in the summer of 2022.

In his spare time, Markus enjoys his family life and is motivated by the energy and perspective of the next generation of leaders and young adults shaping priorities and business visions for the years to come. He loves to listen to and to make music, spend time in the outdoors and have a good cup of coffee in a relaxing atmosphere.