

Volker Ballueder, MBA, BEng (Hons)

Sales & Strategy Consultant | Career & Leadership Coach | Mindfulness Trainer | Podcast Host | Bestselling Author

Volker grew up in Germany and moved to the UK in 2001, where he finished his Bachelor of Engineering in mechanical engineering with management with a first class degree, and his MBA with commendations from Aberdeen University. After that, he embarked on a commercial career in the technology space.

Volker Ballueder held leadership roles at the world's largest advertising agencies and has advised leading technology platforms. This includes operations rollouts for leading brands, and developing acquisition strategies for others. His experience of managing large global teams and 10m+ revenue streams has provided him with a unique set of experiences that his clients are able to leverage.



Since 2016 he has predominantly been working on projects as a [sales and strategy consultant](#), implementing sales processes, turning around businesses, reviewing and improving sales and marketing set-ups and strategies. He also helps start-ups and scale-ups to position themselves through actionable go to market strategies and alignments of processes, teams and operations.

Additionally, Volker is a keen enthusiast of personal development. With a Master Practitioner in NLP (Neuro Linguistic Programming), which he obtained in 2003, he spans two decades of involvement in personal development, coaching and developing people. His main focus is on [career and leadership coaching](#), helping companies and individuals with productivity, understanding their values and finding purpose in life. He also launched an [online course](#) for that. In line with that, he teaches [mindfulness in the workplace](#) courses after an extensive education in the field in 2019, helping individuals, teams and companies to combat stress, anxiety and improve focus and productivity at work with the help of mindfulness and meditation.

Volker also hosts a podcast, [Stories of Success](#), where he interviews high achievers, entrepreneurs, consultants, visionaries, coaches and mentors about their secrets and experience. On the back of those interviews, he published a best selling book: [Principles for Success](#).

As a guest he can be seen speaking about the following topics at conferences, webinars or podcasts:

- How to bring productivity to the workplace using mindfulness.
- Successful habits, and what I learned interviewing close to 100 high achievers.
- Is a 5 am routine right for you? Does it make sense for everyone?
- Personal development, value and purpose discovery.
- How to structure a sales process, and why do so many start-ups get it wrong.
- His view of the digital marketing landscape, and what needs to change.
- How do you juggle coaching and consulting? Isn't it the same?
- How to find purpose in life.
- What does success really mean?

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