

Volker Ballueder, MBA, BEng (Hons)

Sales & Strategy and Leadership Consultant | 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.

From holding leadership and operations roles at the world's largest advertising agencies, to advising ground-breaking technology platforms, Volker's wide-ranging experience makes him a valuable asset to innovative tech and SaaS firms.

As well as advising tech firms on business, marketing and sales strategy Volker also has a keen interest in **self-development** – which is why his personal mantra is to always “Be Better”. This has led him to write a **best-selling book** “Principles of Success”, based on his highly successful **podcast** “Stories of Success.”

Following almost 100 interviews with high achievers, entrepreneurs, consultants, coaches and visionaries from a range of industries, listeners have dubbed Volker “**The Tim Ferris of Europe**”. Which isn't a surprise. Throughout his career Volker has strived to adapt processes and systems that help him achieve optimal efficiency.

He is also an experienced **coach** and **mindfulness** trainer. By creating a range of mindfulness and coaching programmes he has helped founders, leaders and boards achieve clarity and **optimal performance** when difficult decisions need to be made. An extensive knowledge of leadership theories, mindfulness and coaching, combined with hands-on experience leading large international teams, makes him a valuable asset to any tech start up. This has been demonstrated in his many advisory, NED and investor roles across the tech industry.

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

- How to build successful revenue operations in the tech industry?
- Where start-ups struggle - the common challenges scaling a business.
- Coach-sultancy - the fine line between consulting and coaching.
- How do you define success, and what does it mean to you?
- How to bring productivity to the workplace?
- Defining your purpose and values - the foundation of success.
- Self-Development: From a 5 am routine to success habits.
- Mindfulness - how to become more resilient and a better leader.

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