



## Daniel Judas

### Trainer and Coach

„ Training and coaching is my passion. My goal is to pass on this inner fire to my participants and inspire them to achieve top performance in their own field.

In doing so, it's important to me not only talk about things, but also to implement them in practice. "

### Brief profile

Certified adult educator HF, trainer with federal certificate, further education and practical experience in coaching, business management, marketing, sales as well as finance and accounting. Trilingual German/French/English. Specialist in topics such as train-the-trainer, communication, sales, customer service, leadership and management. Expert in motivation-based personnel diagnostics (MPA), certified outdoor coach as well as certified Insights-MDI consultant. Lecturer at various colleges for higher vocational education in the areas of leadership and training.

### Key activities

Coaching and training of trainers, executives, sales personnel B2B and B2C, employees with customer contact. Main topics are train-the-trainer, sales (especially sales of premium products and services), leadership, communication, change management, negotiation, dealing with challenging situations on the phone and in direct customer contact, personal development, leadership as well as the conception and implementation of virtual trainings.

### Qualification and track record

Training as an adult educator HF, trainer with federal certificate, specialist in finance and accounting with federal certificate, commercial employee. Extra-occupational training in sales, marketing, business management, HR and change management.

Since 2003 extensive experience as trainer, coach and adult educator as well as entrepreneur in Switzerland and abroad. Prior to that, 9 years as sales manager/assistant director in automotive retail (premium market), 4 years in management positions in controlling and human resources (import/wholesale) and 4 years as head of administration and human resources in the watch industry.

### Business languages

English, German, French

### Industry expertise

Extensive cross-industry knowledge and experience