

Speaker Profile: **Michaela Merk**, PhD, CSP



Michaela Merk is an award-winning speaker, coach and expert in relational intelligence to elevate your teams in customer experience and leadership excellence. With over 20 years' expertise in the premium and luxury goods industry, she has trained and inspired audiences in over 30 countries, featured in TEDx Talks, Forbes and Financial Times. She spoke to the most demanding international corporations such as L'Oréal, Louis Vuitton, Dior, Hermès, Tiffany & Co, Chanel, Cartier and brands that are place excellency at the heart of their business.

Furthermore, she serves as a leadership expert and trainer for the esteemed French Management Association (APM – Association Progrès du Management), a global network comprising 6500 managing directors.

Originally from Germany, Michaela has lived in Paris for over 25 years. She has held senior positions with leading international companies, including Marketing Director at L'Oréal, Retail Director at Marionnaud, and General Manager at Estée Lauder Companies.


At the heart of her publications and conferences is her main research topic: relational intelligence, an essential talent for strengthening relationships between all company players, especially in times of transformation. Michaela has published numerous articles and has written several books, including her bestseller "Luxury Sales Force Management: Strategies for winning over your brand ambassadors" (Palgrave McMillan).


Her latest launch is the filmed podcast "Luxury Leadership Talks", in which she debates with CEOs in the luxury industry their vision of innovation, sustainability and success.

Michaela's conferences are renowned for being dynamic, interactive and motivating. They are always tailor-made, adapted to the needs and challenges of the company and its audience. Perfectly trilingual, she gives conferences and workshops in English, French or German to thousands of people all over the world. She has also hosted TEDx Talks, and in 2020 received the highest international distinction for public speaking, the Certified Speaking Professional, awarded by the National Speakers Association in the USA, making her the only woman in France to have achieved it.

Michaela is deeply involved in the academic world. She holds a PhD in marketing from Sorbonne and HEC and is currently Professor of Marketing and Director of the MSc Sustainable Luxury Management at Audencia Business School, as well as teaching at Sciences Po Paris.

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 To Dive Deeper into Luxury Leadership: www.michaela-merk.com

 For Inspiring Talks & Podcasts: <https://www.youtube.com/user/michaelamerk>