

CHRISTIAN A.W. BERNER



Head of the Berner Group (CEO) Expert on Digital Transformation and Change Management

Christian A.W. Berner is the second-generation head of the Berner Group, a family-run European trading company. As an expert in restructuring, he consistently shapes the company's future development and drives forward initiatives such as digitalisation and organisational transformation with clarity and conviction.

After completing his A-levels, Christian A.W. Berner (*1984) studied Business Administration in Würzburg, graduating with a degree in Business Administration. He took on his first role of responsibility within the family business from 2011 to 2012 as a member of the Supervisory Board of Berner SE. In October 2012, he was appointed to the Executive Board.

In this role, he initiated the transformation of the Berner Group into a customer-centric and digitally oriented company. He is responsible for Corporate Strategy & Business Development, Corporate Communications, Human Resources International and Change Management, and serves as spokesperson for the Group Executive Board. His areas of expertise lie in direct sales, strategic customer centricity and value-based, sustainable change management. Under his leadership, a modern e-commerce strategy was developed, combined with the consistent integration of all sales channels into a seamless omni-channel experience.

In recognition of his achievements in transforming and digitising the Berner Group, Christian Berner was inducted into the "Hall of Fame – next Generation" by Handelsblatt and the Family Business Foundation in 2019. In 2020, the state of North Rhine-Westphalia appointed him to the Advisory Board for the Digital Economy.

In his talks, he combines strategic perspectives with hands-on business experience. He speaks about digitalisation, sales and transformation from a practical standpoint and demonstrates how changes can be effectively implemented within a company. The focus is on clear-cut approaches and immediately actionable insights.

Topics (Selection):

- Data Revolution & People's Evolution
- Agile Customer Centricity
- Radical Management