



The expert in selling, sales-oriented management, customer focus and communications.

**Serge A. Gysi**

Clients particularly value working with him because of his dynamism and practical way of encouraging and challenging people in a way that suits the target group. His philosophy on self-understanding for lasting change – that true motivation and improvement in an employee's performance leads to the promotion of talent and strengths – is inspiring.

He moderates and trains in German, English and French.

#### Education / Qualifications

- SVEB I trainer
- Licensed STRUCTOGRAM trainer 1-2-3
- Certified strengths performance coach
- Certified outdoor coach
- Communications consultant, following the approach of Schulz von Thun
- Degree in business, GSBA
- «Nonviolent communication» basic training
- Certification for Insights Discovery personality analysis
- Certification for MRG Personal Directions
- Certification for DISC personality analysis

#### Previous roles

- Sales Manager Deutsche Lufthansa AG
- Sales Manager American Airlines Intl. Inc.
- Country Sales Manager American Express Intl. Inc.
- Sales & Customer Relations Manager General Electric Intl.

#### Freelance work (since 2004)

- Founder and owner of ROBURIS Consulting GmbH, Buchs
- Sales training in various financial services companies
- Management courses
- Management and sales coaching
- «The Challenger Sale» sales seminars
- Keynote speaker and moderator
- Client sectors: finance, industry, telecoms, automotive, insurance

Serge Gysi's approach to life has been shaped by being a competitive athlete (decathlon/javelin). He provides focused support to people – both businesses and individuals – as they progress towards change.

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