



## PROFILE

# TANJA SCHRAMM

## QUALIFICATIONS

- Educated & trained CTI Co-Active Coach, The Coaches Training Institute, since 2020
- NLP Practitioner – Fresh Academy
- Global Senior Leadership roles at adidas AG 2000-2019\_ Vice President Product 2012-2014
- Degree in Business Administration & General Management – Hof University, Germany
- Native language: German, Fluent: English  
Advanced: Spanish  
Basic: French and Portuguese.
- Years of management experience: 15

## EXECUTIVE SUMMARY

Tanja is a business graduate with a focus on Marketing and has 20 years of global business experience in the Sporting Goods industry at adidas AG.

She has gained 15 years of Leadership experience through leading international teams both directly and laterally across continents.

She is a Coach, Trainer and Lecturer who combines strong business acumen with a true passion for people development.

## AREAS OF SPECIALTY

### Business Development

As a Business Unit Head and Team Leader at adidas, Tanja has accumulated years of experience in creating Vision and defining Strategy for development or change of product lines and business units. She is a strong believer that shared vision creates sustainable and successful change and motivates employees to reach their full potential.

### Leadership Development

Throughout her career, Tanja has gathered distinct experience in intercultural competence and the area of leadership – both in direct and lateral leadership roles. She works as well as Lecturer to nurture talent and offers support as a Coach in different leadership topics.

Tanja is a strong advocate for growth as she sees it as progress, expansion, change and the emergence of new things. She is eager to support entrepreneurs to strive for a positive future by mastering development, change and leadership.

## CLIENTS

Tanja coaches and trains both individuals and decision makers or teams in organisations such as BMW Group, Axa, Stada and Charlotte Tilbury.



STRATEGIC LEADERSHIP

CONTACT

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