

Dr. Andreas von der Heydt (EdD, MBA)
Executive Coach, Consultant, Advisor, Scholar

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Professional Career

AVDH Coaching & Consulting

- **Founder & Managing Director, ICF-certified head coach**

Tchibo

- **Member of the Board**, Hamburg / Germany

Chewy

- **Vice President Merchandising & Category Management**, Chewy. Fort Lauderdale / USA
- **Advisor to the CEO**

Amazon

- **Director of Talent Management & Development**, Amazon. Seattle / USA
- **Director Kindle Content Germany, Amazon**. Munich / Germany
- **Managing Director Germany, Amazon BuyVIP**. Munich / Germany

L'Oréal

- **General Manager Sales Europe**, L'Oréal Consumer Products Division Paris / France
- **Managing Director Poland**, L'Oréal Consumer Products Division, Warsaw / Poland
- **General Manager New Zealand**, L'Oréal Consumer Products Division, Auckland / NZ
- **Group Marketing Manager**, L'Oréal Germany / BU Garnier, Duesseldorf / Germany
- **Sales Director Australia**, L'Oréal Consumer Products Division, Melbourne / Australia
- **Director Key Account Management**, L'Oréal Paris Germany, Duesseldorf / Germany
- **National Key Account Manager**, L'Oréal Paris Germany, Duesseldorf / Germany

Rewe Group

- **Assistant to the CEO Retail and Project Manager**, Rewe Group, Cologne / Germany
- **Management Trainee**, Rewe Group, Cologne / Germany

Academic Education

- **Doctor of Education (EdD)**, Organizational Leadership, Northeastern University, Boston / USA. Dissertation about In-house Coaching
- **Master of Business Administration (MBA)**, Henley Management College, Henley / UK
- **Diplom Betriebswirt**, Business Administration and Management at University of Economics at Ludwigshafen / Germany (Fachhochschule Ludwigshafen)
- **Studies** at Nagoya University in Nagoya / Japan. Management and Japanese

- **Studies** at the University of Salamanca, Spain. Spanish language, history, and culture
- **Studies** in Oxford, England. English language, history, and culture

Consulting, Advisory Services, Coaching

- **Consulting:** Multiple key projects in different industries (Consumer Goods, FMCG, Retail, Services, etc.)
- **Advisory Services:** CEOs, Board Members, Company Owners, and Founders
- **Executive Coach**, Center for Executive Coaching (certified)
- **Marshall Goldsmith Stakeholder Centered Coach** (certified)
- **NLP Master Coach** (certified Landsiedel, DVNLP, ICI, ECA)
- **Systemic Coach and Leadership Coach** (Coaching Academy Switzerland, certified)
- **Provocative Coaching Coach** (Dr. Noni Hoefner, certified)
- **Amazon Internal Coach** and founding member of in-house coaching program
- **L'ORÉAL Mentor** and founding member in-house Mentorship program and Mentor leader
- **GENOS Emotional Intelligence Practitioner** (certified)

Coaching Membership & Appointments

- **International Coaching Federation** – Certified Coach
- **Forbes Coaching Council** – Official Member
- **Institute of Coaching, McLean, Harvard Medical School** – Fellow

Volunteering

- **Founder of Coaching for Community**, matching pro bono coaches with people in need (Non Profit)
- **UniRef** (Humanitarian Organization), Member of the Steering Committee

Books & Selected Articles

Books

- Building A Coaching Culture <https://www.amazon.com/Building-Coaching-Culture-Employees-Successfully-ebook/dp/B09LZ24WQW/>
- The 7 Qualities Of Tomorrow's Top Leaders
- Efficient Consumer Response
- Handbuch Efficient Consumer Response

Selected Articles

- Cherish The Basics
<https://andreasvonderheydt.com/cherish-the-basics/>
- Leadership In Times Of Crisis
<https://andreasvonderheydt.com/leadership-in-times-of-crisis/>
- The Future of Your Career Is Learning. Not Degrees
<https://andreasvonderheydt.com/the-future-of-your-career-is-learning-not-degrees/>
- Leadership Today
<https://andreasvonderheydt.com/leadership-today/>