

# KEYNOTES

*Michaela Merk*

## UNLOCK YOUR POWER OF RELATIONAL INTELLIGENCE

Change Leadership & Team Performance  
Customer Experience & Sales Excellence  
Secrets of Premium & Luxury Brands

Prof. Dr. Michaela Merk (CSP / GSF)  
Multi Award - Winning Motivational Speaker & Trainer & Coach



MICHAELA MERK

[michaela-merk.com](https://michaela-merk.com)



Global  
Speaking  
Fellow

**TEDx**



# BIOGRAPHY

*Michaela Merk*



Michaela Merk is a **multi-award-winning speaker, trainer, author, and expert in relational intelligence**, dedicated to helping companies thrive through transformational times. With her energizing, interactive conferences and workshops, Michaela empowers teams to build stronger **human connections that drive customer experience, team performance, and leadership excellence.**

**Trusted by world-class brands** like Louis Vuitton, Dior, Chanel, and Tiffany & Co., Michaela has inspired audiences across **all industry sectors in over 30 countries**, speaking fluently in English, French, and German. As the only speaker in France to earn the prestigious **Certified Speaking Professional (CSP) and Global Speaking Fellow (GSF)** titles, her thought leadership has been featured on TEDx, Forbes, Financial Times and prominent TV shows.

With 25+ years in Paris and an extensive background in luxury and premium sectors, Michaela has held **key leadership roles in times of change**, including Marketing Director at L'Oréal and General Manager at Estée Lauder. She shares her expertise globally as a **board member for luxury companies** like Group Champagne Lanson BCC and connects with over 6,500 leaders as a coach with the French Management Association (APM).

Academically, Michaela holds a **PhD in Marketing from Sorbonne and HEC**, serves as **Professor of Marketing at Audencia Business School**, and leads the MSc Sustainable Luxury Management program. She's also the host of **Luxury Leadership Talks, a popular podcast and videocast** where luxury CEOs share their vision and expertise about successful leadership, innovation and trends.

**Unlock the power of relational intelligence for your organization.**  
**Connect with Michaela to elevate your brand and lead with purpose.**

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[michaela-merk.com](https://michaela-merk.com)

FEATURED IN



Forbes

Capital



france.tv





# EXPERTISE

*Michaela Merk*

## SERVICES

English, German, French

### CONFERENCE

Inspire international audiences from diverse leading firms

### TRAINING

Enhance leadership, collective engagement and performance

### 1:1 COACHING

Exclusive 30-min call tailored to your specific questions or challenges

## KEY TOPICS

Keynotes, Trainings, Coachings

### LEADERSHIP EXCELLENCE

Exceed your Leadership Performance and goals with Relational Intelligence

### CUSTOMER EXPERIENCE

Exceed your Customer Satisfaction and Loyalty with Relational Intelligence

### PREMIUM & LUXURY

Elevate your Brand with the secrets of Luxury Power



### MICHAELA'S EXPERTISE



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### USA AWARD CEREMONY



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**TEDx**

**apm**



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## ELEVATE YOUR LEADERSHIP

### WITH THE POWER OF RELATIONAL INTELLIGENCE

Companies around the world are facing major transformations accelerated by the arrival of new technologies, changes in consumption, increasing competition, company mergers, and a growing need for environmental and social responsibility. Change generates uncertainty not only for leaders but also for employees who are pushed out of their comfort zones, having to adapt and chart an unpredictable future.

To master these situations, leaders must strengthen their teams' capacity for collaboration across different departments while ensuring the highest level of commitment. Can you guide and motivate them throughout this journey?

This change is essential for organizations to excel and surpass their competitors. It mobilizes the collective spirit necessary to achieve the highest goals, particularly during difficult transformations.

This conference is the culmination of more than a decade of continuous research in the field of Relational Intelligence, enriched by the Olympic spirit of the triumph of collaboration amidst change.

## KEY TAKEAWAYS

- Elevate your teams to the pinnacle of excellence through emotional leadership.
- Forge powerful and sustainable bonds with your stakeholders even during change.
- Inspire and coach your teams to pursue with conviction common objectives.
- Effectively manage and motivate Millennials and Gen Z employees.
- Empower to your teams and amplify their value to exceed targets.

This conference is a journey of excellence, performance and shared triumph.

## BOOK NOW



MICHAELA MERK





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## EXCELLENCE IN SALES & SERVICE

### Elevate customer experience with Relational Intelligence

In this energizing conference, sales and service teams will acquire the skills to reach the pinnacle of excellence in customer loyalty and satisfaction. With her positive winning spirit, Michaela will elevate your teams to olympic heights of emotional and relational intelligence, ultimately enhancing the overall customer experience and emotional bond.

In an era where customers can easily access comprehensive information about products and brands online, possessing high levels of relationship excellence has become paramount to satisfying discerning customers. Crafting a memorable experience for customers is a significant challenge in today's highly competitive business landscape and fast-moving world characterized with information overload.

This keynote is a culmination of over a decade of continuous research in Relational Intelligence, enriched with the invigorating Olympic spirit of collaborative triumph amidst change.

## KEY TAKEAWAYS

- Explore strategies for boosting sales through emotional and relational intelligence.
- Train your teams to foster emotional bonds between customers and your brand.
- Ensure a memorable experience for discerning customers using luxury giants' tactics.
- Turn today's customers into true advocates, promoting your brand with pride.
- Transcend customer satisfaction and loyalty increasing customer lifetime value.

Discover how to turn teams and clients into brand ambassadors.

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## SELLING PREMIUM

### Elevate your Brand with Luxury Power

In a challenging market, is your brand ready to emerge with resilience and appeal? Are you looking to maximize your brand's potential with a long-term strategy? Do you want to uplift your brand's perceived value, desirability, and successfully sell to your clients?

This highly engaging keynote is designed to provide you with the insights and tools you need to elevate your brand to new heights. Discover the secrets of the powerful premium and luxury world, where creating desirability and striving for excellence are paramount.

During this keynote, you will gain inspiration from the luxury sector's approach to building a strong, desirable brand. Learn how these brands consistently achieve excellence and maintain a competitive edge.

Even if your brand is not currently considered a luxury brand, the principles and strategies discussed will help you attain leadership in your category. You will learn how to enhance your brand's performance, excel in customer service, and increase the perceived value of your brand.

### KEY TAKEAWAYS

- Learn and get inspired from the most iconic luxury brands.
- Increase your brand's desirability and uniqueness, making it legendary.
- Learn how storytelling can reach new clients and make your experience memorable.
- Adopt a long-term vision to overtake the biggest competitors in your niche.
- Discover why your brand's perceived value is the key, even if you don't sell luxury goods.

This conference is a journey of excellence, success and perfection.

**BOOK NOW**



**MICHAELA MERK**  
Entrepreneuse



Watch LUXURY PODCAST



# EXPERIENCE

*Michaela Merk*

## About Michaela's Conferences

- All the conferences are tailor-made for each event and client based on extensive briefings from the company.
- Each conference is developed to inspire and elevate the audience allowing them to learn through numerous examples and best-cases from various industry sectors.
- Through her captivating stories she embarks her audience on a journey to progress and performance.
- Her extensive professional experience allows her to share hands-on tips for her spectators.
- The conferences are highly interactive, engaging, entertaining, dynamic and rich in content.
- Depending upon the audience, Michaela Merk delivers her speeches in English, French or German.
- Each keynote can be combined with a fitting workshop in order to allow participants to directly apply the learnings to their own case.



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# WHAT CLIENTS SAY

*Michaela Merk*



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SEE FULL PORTFOLIO



# CLIENT PORTFOLIO

*Michaela Merck*

“ WITH MY CLIENTS, IT’S ALWAYS A LONG-TERM RELATIONSHIP ”



JEAN-LOUIS  
ROBLOT

Head Dior

[SEE VIDEO](#)



FRANÇOIS  
VAN AAL

CEO Maison Lanson

[SEE VIDEO](#)



CARLO  
BRUSAMOLINO

Head EMEA Thelios

[SEE VIDEO](#)



MORGANE  
JOUOT

Head La Prairie

[SEE VIDEO](#)



JAIME WYNN

CEO N.America  
Jimmy Choo

[SEE VIDEO](#)



CAROLE  
CHARLEMAGNE

Head Switzerland  
L'Oréal

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# AWARDS & LABELS



## GLOBAL SPEAKING FELLOW

Michaela is the first and only speaker in France to obtain this prestigious designation for excellence in international public speaking. She was offered this award by the Global Speakers Federation in 2024. Besides owning the CSP Award, professional speakers must proof highest client evaluations from across the world for speaking on minimum three different continents.



## CERTIFIED SPEAKING PROFESSIONAL (CSP)

Since 2020 Michaela owns the highest label in public speaking, the Certified Speaking Professional. It is issued by the worlds biggest public speakers association, the National Speakers Association (NSA) based in the United States. Among the numerous criteria, the speaker must proof having delivered at 250+ conferences in 5 years with excellent feedback from clients.



## TEDX

Following a successful delivery of a TEDx talk, speakers earn the privilege of using this prestigious label, which represents Technology, Entertainment, and Design. Stepping onto the iconic red carpet and delivering a concise, impactful speech aimed at fostering positive change is an art form. Today, being chosen to present a TEDx talk with significant reach and influence is a profound honor. Michaela shared her compelling vision on the pivotal role of trust, both within ourselves and among others.



## CERTIFIED VIRTUAL PRESENTER

The Certified Virtual Presenter designation serves as a testament to one's proficiency and high standards in online public speaking. It showcases the ability to effectively captivate audiences remotely, leveraging the camera as a powerful tool for engagement.



## CERTIFIED SPEAKER EXCELLENCE

As professional public speakers we collaborate with agents. Speakers Excellence was my first agent and is one of the biggest European speaker bureaux. I have been collaborating with them since 2009 based on mutual trust. Assisting their giant events and standing on their stage made me grow.



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# BEST-SELLING AUTHOR

## Luxury Sales Force Management:

### Strategies for winning over your Brand Ambassadors

It was published by Palgrave MacMillan and also exists in French under the title “Manager les vendeurs du luxe” (Dunod).

It examines the strategies that enable managers in all industries to transform their sales teams into brand ambassadors who fully embody their brand or company with deep conviction. Having not just salespeople but brand ambassadors can significantly improve sales performance.

Based on research on premium and luxury companies worldwide, including hundreds of interviews with managers and salespeople from 50 companies, including Cartier, Prada, L’Oréal, Sephora and Hermès, Michaela Merk uniquely explores how salespeople develop a relationship with the brands they sell, how these relationships can be characterized and what top management should do to strengthen them.

In addition, she has identified how future brand ambassadors can be spotted during the recruiting process in order to find the most engaged talents.

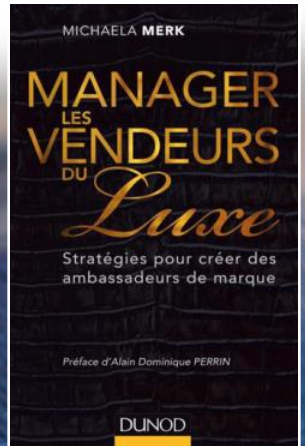
This is the ultimate how-to guide based on years of research.

### KEY TAKEAWAYS

- 18 strategies to strengthen the five key emotional facets that build strong bonds between a brand and its sales force.
- 150 quotes from salespeople and managers from more than 50 luxury brands, such as Cartier, Prada, Fendi and Hermès.
- Humorous illustrations, drawn by the famous cartoonist Albert Dessinateur.



*Michaela Merk*





**MICHAELA MERK**

WHEN DO WE  
START?

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