

# KEYNOTES

*Michaela Merk*



MICHAELA MERK

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



## 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



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.**



MICHAELA MERK

ACCESS YOUTUBE CHANNEL



CLICK TO WATCH VIDEOS



[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



[CLICK TO WATCH VIDEO](#)

### USA AWARD CEREMONY



[CLICK TO WATCH VIDEOS](#)

**TEDx**

**apm**



# KEYNOTES

*Michaela Merk*

## ELEVATE YOUR LEADERSHIP

### WITH THE POWER OF RELATIONAL INTELLIGENCE

Companies worldwide are facing major transformations, accelerated by the arrival of new technologies, evolving consumption patterns, increasing competition, the emergence of a new generation with very different expectations, and a growing need for environmental and social responsibility. These changes create uncertainty, not only for leaders but also for employees, who are pushed out of their comfort zones and must adapt while building an unpredictable future.

To overcome these challenges, it is essential to strengthen connections within diversity and foster collaboration across different departments while ensuring top-level engagement. This level of motivation is crucial for organizations to excel and remain leaders in the future. The ability to mobilize collective spirit is a key skill for achieving the most ambitious goals, especially during major transformations.

The central theme of the conference is the ascent of Mount Everest in five stages, representing the fundamental skills of Relational Intelligence: the ability to connect with all kinds of people, regardless of their age, gender, experience, or culture. These five skills will be symbolized at the end of the conference by the Olympic rings, illustrating the excellence that each team member must embody to succeed together as a team.

Companies with a high level of Relational Intelligence succeed in inspiring and retaining both their employees and their partners.

This conference is the result of over a decade of continuous research conducted by Michaela in the field of Relational Intelligence, enriched by her experience leading multiple companies in their pursuit of excellence. To illustrate her points, she draws on numerous examples from industries where people and performance play a crucial role. A former high-level athlete, Michaela also incorporates acrobatic elements and the Olympic spirit into her conference to transform her audience into true ambassadors of your company.

To ensure that all employees can relate to her interactive and dynamic speech, she will tailor her content to your event and environment.

## 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



CLICK TO WATCH



# KEYNOTES

*Michaela Merk*

## WOMEN BRANDING POWER:

### The 10 secrets of female success.

Unleash Your Potential – Lead, Inspire, Succeed

In today's fast-paced and competitive world, women have the power to build their own success, just like the world's strongest brands. But what are the key qualities that set successful women apart? How can you create impact, influence, and balance while staying true to your own values?

Join us for a captivating and deeply personal conference that will unlock the 10 secrets to success, helping women thrive both professionally and personally. Michaela will share with you plenty of anecdotes, visions, experiences that influenced her multiple professional and personal successes on her way of ...

- Becoming the only professional speaker in France to own the highest international public speaking awards in a male dominated business
- Becoming a General Manager for the multinational company Estée Lauder Companies at an age of 35
- Coordinating a large team of 1000+ salespeople across 1400 stores and 14 countries for the leading perfumery chain Marionnaud
- Creating her own consulting and training company in 2009 trusted by the most prominent luxury corporations
- Defending a Phd after a thriving corporate career, followed by the publication of several bestselling books.

This conference is more than just a talk—it's an empowering experience that will equip you with the strategies, mindset, and inspiration to break barriers and redefine success on your own terms.

## KEY TAKEAWAYS

- Women as Powerful Brands – Learn how to build your own brand of success with authenticity, excellence, and energy.
- The Art of Persuasion – Master the skills to influence and inspire with confidence and personality.
- Turning Ideas into Success – Find out how to create and grow your own business in today's highly competitive world.
- Balancing Work & Family – Achieve harmony without compromise, embracing both career and personal fulfillment.
- Leading with Purpose – Take control of your choices, your ambitions, and become the leader of your own life.

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

**BOOK NOW**



**MICHAELA MERK**



**CLICK TO WATCH**

# KEYNOTES

*Michaela Merk*

## 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. It will allow your teams to be more confident facing your clients, more passionate to propose products or services, inspire more trust in order to reach a level of excellence inspired by the power of Relational Intelligence.

To ensure that all employees can relate to her interactive and dynamic speech, Michaela will tailor her content to your event and environment.

## 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.

---

## BOOK NOW

---



MICHAELA MERK





# KEYNOTES

*Michaela Merk*

## SELLING PREMIUM

### Elevate your Brand with Luxury Power

Are you looking to maximize your brand's potential with a long-term strategy? Do you want to enhance your brand's perceived value, desirability, and successfully sell to your customers?

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

During this conference, you will be inspired by the luxury industry's approach to building a strong and desirable brand. Learn how these brands consistently achieve excellence and maintain a competitive edge. Even if your brand is not currently positioned as a luxury brand, the principles and strategies discussed will help you establish a leadership position in your category. You will gain valuable insights on how to enhance your brand's performance, excel in customer service, and increase your brand's perceived value.

Let me know if you'd like any refinements!

### 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 key, even if you don't luxury goods.

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

## BOOK NOW



**MICHAELA MERK**  
Entrepreneuse



Watch LUXURY PODCAST

# EXPERIENCE

*Michaela Merk*



**MICHAELA MERK**

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



## 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.





# WHAT CLIENTS SAY

*Michaela Merk*



**MICHAELA MERK**

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

**JEAN-LOUIS ROBLOT** DIOR

An authentic, inspiring conference full of **actionable advice** for everyday life.

**JAIME WYNN** JIMMY CHOO

Michaela helps you rediscover what truly drives you

**MORGANE JOUOT** LA PRAIRIE

Michaela inspired my teams to think **beyond conventional boundaries.**

**CAROLE CHARLEMAGNE** L'ORÉAL

It was **amazing, inspiring, energizing** ! I am grateful that you managed to reboot our clients.

**FRANÇOIS VAN AAL** CHAMPAGNE LANSON

Michaela doesn't just coach, **she unlocks your highest potential.**

**TRISTAN WALECKX** FRANCE TV

Your luxury insights were **extremely sharp** you made a big impression on the show .



**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

SEE VIDEO

SEE VIDEO TESTIMONIALS



# 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.



# BEST-SELLING AUTHOR

## THE POWER OF RELATIONAL INTELLIGENCE:

30 golden rules for successful leadership  
and high-performing teams (Dunod)

### What if the key to leadership in the age of AI lay in relational intelligence?

Do you sometimes feel like you lack impact in meetings or negotiations? Would you like to be more influential and better sell to your clients? Are tensions and misunderstandings building up in your team despite your efforts? It's time to activate a lever that is as powerful as it is untapped: your relational intelligence!

In this practical and inspiring guide, Michaela Merk reveals her 30 essential golden rules for deploying the five great powers of your relational intelligence:

- empathy: sharpen your powers of observation, listening, and analysis;
- confidence: strengthen your relational impact and your ability to unite people;
- passion: develop a proactive and inspiring attitude at work;
- authentic pride: value your talents, your successes, and your ability to innovate;
- gratitude: encourage mutual support, recognition, and loyalty.

Discover how artificial intelligence can become an ally when used to foster strong and authentic human relationships.

The book, published by Dunod, exists in English and French, is a perfect extension for any seminar.

*Michaela Merk*

## IN SUMMARY

- 30 golden rules for strengthening our human relationships in our professional and personal lives
- Testimonials and quotes from leading executives and renowned figures.
- 30 illustrations and diagrams to illustrate each rule
- A useful guide enriched with practical exercises for direct application.

**BUY NOW**





# 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.

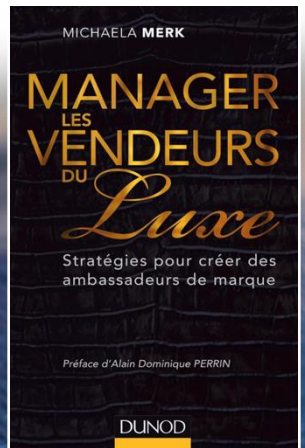
This is the ultimate how-to guide based on years of research.

### 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?

[michaela.merk@merk-vision.com](mailto:michaela.merk@merk-vision.com)

+33 (0)19 11 10 65



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