



**Rolf Erny**  
Certified Management Coach  
Member of Adlatus Schweiz

Rolf is an executive coach, leadership impact expert and entrepreneur. After having made in-depth experience as a manager and later top manager in large organizations, including CEO assignments in Switzerland and abroad, did he decide to continue his career, focusing primarily on human and organizational behavior specifically to master change successfully.

His studies and experience included a degree in economics (B.A.), with immersion in psychology, studies in coaching (Dr. P. Mueri) and a practical experience as training manager of IBM and additional studies at IMD and HSG.

He then became CEO of a consultancy firm, integrated the company into a global organization and in 2000 founded his own change firm, trans\_m AG. The assignments included primarily globally and locally operating companies with leadership, executive development and change management projects as well as assessments and management audits in Switzerland, Europe, US and Asia. The clients included: AGCO, Amgen, Astra Zeneca, Axpo, Deutsche Bank, Essex/ Shering Plough (now MSD), Hiestand (now Aryzta), HSBC, Kaba, Mettler-Toledo, PriceWaterhouseCoopers, Rieter Machine Works, Schindler Elevators, Swiss International Airlines, SBB, Swisscom, Swiss Reinsurance Company, UBS.

Clients and candidates like Rolf's profound know how on human behavior, leadership impact and organizational effects, the application, combined with his appreciative and strengths building approach, his energy delivering enduring results and changes.

After having sold his company, Rolf was elected to become a partner of Leadership Choices, to strengthen the presence in the Swiss market-place, serving both local and globally operating companies. He initiated together with the Zuercher Gesellschaft für Personalmanagement an International Human Resources Community. Rolf served in his community as president of the social department and member of the community council.

Rolf is married, has two adult sons. He spends his free time reading, traveling, with friends, motorbiking and golfing.

He coaches in German and English, speaks also French and Italian.

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