



**Speaker profiles:**  
 Breakfast Dialogue  
 Wednesday, March 23, 2011

**Topic:**  
 "Coaching in an International Context"

**Karl Birthistle**  
 Director Business Management Effectiveness  
 Philip Morris International



I lead and drive Executive Coaching and Leadership Development, at PMI R&D, where I am accountable for Business Management Effectiveness. I lead the training of internal 'coaches-for-coaches', growing a coaching-leadership culture.

An experienced Business Coach, I am qualified with a diploma in Executive Coaching from The Academy of Executive Coaching.

I initially trained as a physician, specialised in Clinical Virology, and then spent 12 years in the Clinical Development in the Pharmaceutical Industry.

I am a strategic leader who draws upon a pragmatic approach in finding solutions to business problems and effectively communicating vision across an organization. I leverage in-depth knowledge base for the best interest of the company. I blend solid general management skills with clinical and product commercialization knowledge. My experience spans multisite operations, risk mitigation, turnaround, global growth strategy, and M&A due diligence. I am member of the Swiss European Mentoring & Coaching Council.

Specialties:  
 Business Coaching, Leadership Development, Pharmaceutical Clinical Development

**Christoph Epprecht**  
 Partner Praesta Germany GmbH  
 Leaders in Executive Coaching  
 President Swiss European Mentoring & Coaching Council



After his studies in economic and political science in St. Gall und Zurich Christoph Epprecht's international career alternated between consulting and management functions in corporate. In between he also headed an HR-consulting firm. On this broad background in various countries and different industries he started in the nineties focusing on change management and executive coaching and has since explored many facets of this field. In addition to coaching he is also lecturing at several universities in Switzerland, Germany and Estonia on topics of leadership, intercultural management, coaching and entrepreneurship. Since 2008 he chairs the standard committee of the European Mentoring and Coaching Council (EMCC), since 2009 he is Vice President Standards EMCC.

In 2009 he earned a Master of Science degree at the Faculty of Organization and Management, Sheffield Hallam University, UK, Master thesis: "What is Coaching and Good Practice in Coaching? Practitioners' perspectives. Common features of coaching and indicators of good practice in coaching in European countries