

Alexander Fritz

Managing Director

+49 2196 7068-208

+49 172 2074940

alexander.fritz@profil-m.de

LanguagesGerman, English





I connect perspectives and make sure that things fit together.

In more than 20 years of experience I have been supporting companies in the development of leadership competence and culture from an internal and external perspective. With a clear focus on our customers' goals, situation, and culture, I utilize my experience, broad expertise, and competence.

I have a trusting relationship with my customers, which is based on quality, flexibility, and solution orientation. Together we implement sound and sustainable solutions that really benefit the people and culture in the company. I passionately develop long-term solutions that are a good fit for the existing tools and processes.

Supporting people in performing tasks better and more easily is my main focus. This means constantly rethinking leadership and personnel development, opening doors, and making a real contribution. That is what I believe in.



My expertise for you

Special skills

Selected customers

Selected publications

- Design and introduction of sustainable talent management processes, HR development structures, and change processes
- Support in the setup of processes and tools for the analysis of potential and management diagnostics
- Executive assessment and consulting in central personnel decisions
- Design of learning processes and development programs to further develop leadership culture
- Degree in Business Administration
- More than 20 years of consulting experience in leadership development
- 20 years of experience in change and culture projects
- Successful setup and expansion of a consistently growing consulting company in my role as managing partner
- Certified coach (in accordance with the training requirements of the German Coaching Association, DBVC), training in clarification-oriented psychotherapy, Scrum Master and Product Owner, change training Neuwaldegg, Hogan certification
- Bayer AG
- EnBW AG
- Telefónica Germany
- Vonovia S.E.
- itelligence AG
- Das Profil M Executive Assessment: Verfahren zwischen Couch und Nadelstreifen [The Profile M Executive Assessment: Procedure between Couch and Pinstripe Suit]; Fritz, A. & Wiederhake, P. (2015), Stulle K. & Weinert, S. (ed.) Executive Assessment: Instrumente [Executive Assessment: Tools]
- Die Psychologie von Potenzial und Kompetenz Individuelle Stärken verstehen, beurteilen und entwickeln [The Psychology of Potential and Competence – Understanding, Assessing, and Developing Individual Strengths]; Paschen, M. & Fritz, A. (ed.) Ph. C. W. Schmidt Verlag, 2014
- Strategisches Denken als Kompetenz [Strategic Thinking as a Competence]; Paschen, M. & Fritz, A. (ed.), Die Psychologie von Potenzial und Kompetenz [The Psychology of Potential and Competence], Fritz, A., Gaiser, S. & Reinecke, S. (2014)
- Vom Kollegen zum Vorgesetzten So entwickeln Sie Ihre Führungsstrategie [Progressing from Team Member to Manager – How to Develop your Leadership Strategy]; Stöwe, C., Keromosemito, L. & Fritz, A. (2014), 3rd expanded edition Springer Gabler-Verlag 2014