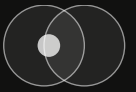




# Christian Hvidbo

EXECUTIVE TEAM EFFECTIVENESS · LEADERSHIP · ORGANISATIONAL TRANSFORMATION



PROFILE

[youalreadyknow.ai](mailto:youalreadyknow.ai)

For more than 35 years, Christian has partnered with executive teams across Europe, Latin America and globally to help organisations navigate complexity, strengthen leadership and deliver meaningful, lasting transformation.

Having held senior international leadership roles before becoming a trusted advisor, facilitator and executive coach, he understands first-hand the realities leaders face when strategy, people and culture need to evolve together.

His clients span technology, consumer goods, financial services, energy, manufacturing and mobility — including Facebook, Procter & Gamble, GALP, BBVA, BSH, Credicorp and Stellantis. Having lived and worked across Europe, Latin America and the USA, he brings a multicultural perspective that enables leaders to connect across different cultures, mindsets and ways of working.

*"Transformation begins when leaders create the courage to have the conversations that matter most."*

## HOW CHRISTIAN HELPS LEADERS

- Facilitates executive teams through strategic conversations and organisational transformation
- Strengthens executive team effectiveness by building trust, alignment and shared accountability
- Designs leadership journeys that create lasting behavioural change
- Coaches senior leaders to expand self-awareness, leadership presence and impact
- Helps organisations align strategy, culture and leadership to achieve sustainable business results

## I BELIEVE

**Leadership is not about having all the answers.** It is about creating the conditions where people feel safe enough to think differently, challenge respectfully and take shared ownership.

**Organisations rarely transform because of better strategies alone.** They transform when leaders choose trust over politics, curiosity over certainty, and collaboration over silos.

## WORKING STYLE

Christian combines strategic thinking with genuine human connection. He creates environments where people feel both supported and constructively challenged, enabling leadership teams to transform insight into commitment, commitment into action, and action into lasting change.

## CREDENTIALS

**SELECTED CLIENTS** Facebook · Procter & Gamble · GALP · BBVA · BSH · Credicorp · Stellantis

**PREVIOUS ROLES** Shell · Flowserve · British American Tobacco · Philips Lighting

**ACADEMIC** Faculty, IE University

**LANGUAGES** English · Danish · Spanish · Portuguese