

# Xavier Lederer

 BIOGRAPHY

## Xavier Lederer

Xavier's passion is to help CEOs and leadership teams identify and overcome their growth obstacles, so that they can grow faster and with less pains – and create more value for their owners, employees, and communities.

His experience as Chief Growth Officer in the US and in Europe inspired him to become a business coach and, in a way, to help his former self and others in the CEO seat.

Xavier works with CEOs to help them:

- Find the path forward and set the vision for their company.
- Strengthen their leadership team and get the team engaged in the vision.
- Keep the team focused, accountable, and executing on the vision every day.

When not in the trenches with clients, Xavier enjoys hiking or skiing with his family. He is a beekeeper and an active board member of his local soccer club, in charge of the U6 through U10 programs.

### Executive Summary

Early in his career in Europe Xavier joined a start-up that he helped grow from \$0 to \$800M in 8 years. Prior to that he was a strategy consultant with Bain & Company. He then moved to the US where, after getting an MS degree in management from Stanford University, he focused on helping mid-market companies grow: first with a pure-play e-commerce company and then with Edible Arrangements. Later he ran a high-end chocolate manufacturing company in New York City. He has core competencies in growth strategy development and execution, entrepreneurship, executive leadership, innovation, and marketing & sales.

### Industry Specialties

- Entrepreneurs and Founders
- Consumer Goods; Food & Beverage
- e-Commerce & Retail
- Marketing & Sales (B2B and B2C)

### Coaching Specialties

- Business & Management Coaching
- Entrepreneurs and C-Level Leaders
- Core foundation: purpose, values, customers
- People: right people in the right seats
- Differentiated growth strategy
- Prioritized, no-drama execution plans
- Robust financial plans to support growth strategies

### Specific Expertise

- Entrepreneurial Growth Mindset
- Growth Strategy Development and Execution
- Leadership & Organization Effectiveness
- Leadership Development
- Data-Driven, Disruptive Strategies
- Execution plans that deliver on the growth strategies

### Current

- Business Growth Coach and Interim Management, Ambrose Growth LLC
- 7 Attributes of Agile Growth® Certified Coach

### Past

- President, Jacques Torres Chocolate
- Sr Director of Growth Initiatives, Edible Arrangements
- Head of Marketing & Sales, Eni Belgium
- Strategy Consultant, Bain & Company

### Education

- MS in Management, Stanford University
- MS and BS in Business, Brussels University
- Chocolatier, Syntra Brussels