



# Adrienne Axler



Global Inspiration &  
Noble Purpose Institute

## Who am I?

I was born in 1954, on the eastern side of the Iron Curtain. As far as I can remember, feeling deprived of freedom had been unacceptable and shaped my destiny. Today, I feel 'European' within a global world and I strongly believe that freedom has a sister called responsibility, both being the conditions for a fulfilling, creative and harmonious life leading to progress of society.

**My 10 words :** flow, limitless, unity, peace, nature, empathy, silence, elegance, heritage, simplicity, enchantment

**My values :** freedom, responsibility, courage, tolerance, generosity, humility

## My pledge to Mankind, Society & the World. Why do I do what I do?

Helping individuals and teams in getting authentically free, and thus unleash their full potential. Happy

individuals make happy teams make a better world!

## How do I want to help? What expertise do I bring?

I bring a more than 40-years experience in building, training and inspiring teams to reach the top. Throughout this journey, I have experienced an increasing suffering and difficulty for those teams and individuals, to face the challenges of our changing world : more than ever, it is key to 'take care of ourselves', align with the nature and with our higher « I ». I have studied yoga and the eastern philosophies and I combine my professional experience with these learnings to harmonize the energy flows.

## What have I realized so far?

My professional journey starts in 1977, in Belgium, with my choice to join the food service industry - at its very start. I am proud of having contributed to 40 years of evolution and shaping of professional hospitality services all over Europe, for the last 30 years

with Sodexo, a company with an authentic and very strong PURPOSE.

During these 30 years and in my different roles, I have acquired and put into practice a solid experience in operations, marketing, client relations, strategy and general management, in Belgium, Western Europe - and finally, between 2012-2019, in the role of CEO for Germany, Austria and Switzerland, managing 15000 employees. This last assignment has been a « business case » on itself, a financial, strategic and organizational turnaround, including acquisitions integration - and a cultural transformation. Services are my passion - and so are people : there is no service without people, and no GOOD SERVICE without happy, inspired people.

My conviction : global companies are one of the most efficient drivers for change in the world. I had the chance to experience how impactful, for all stakeholders, an organization can be, and I wish to help other organisations to embrace this road.

### BASED

Brussels - Belgium & Mazan - France

### LANGUAGES

- Czech
- French (2nd mother tongue)
- Dutch
- German
- English

### EDUCATION

- Hotel Management, Brussels Hotel Management School (CERIA) (1977)
- Cornell University, Ithaca (NY) - Hotel Management, Summer School (1980)
- INSEAD - Strategic Marketing of Services (1999)
- ICHEC - Marketing (2001)
- Yoga Teacher, Personal Trainer (2016)

### INVOLVEMENT

- Associate, Global Inspiration & Noble Purpose Institute (GINPI)
- President, Club L Brussels
- Active Support "40 under 40" Initiative in Belgium
- Former co-chair of SWIFT (Sodexo Women Forum for Talent)
- Former Member of Advisory Board of EWOB (European Women on Board)
- Independent board member, Cliniques de l'Europe
- Independent board member, Vulpia