

Kay Falkenau

Co-Chief Executive Officer

Psychologist Kay Falkenau was appointed to the Board of Mediatum AG in May, 2015. He has held the position of Managing Director of Mediatum Development GmbH since 2014. Mr. Falkenau studied business and psychology at Trier University where he worked as a methods and training specialist for the renowned developmental psychologist Prof. Dr. Leo Montada. Under Montada's supervision, Mr. Falkenau became a trainings specialist in the areas of leadership and emotional control.

After graduating in 1990, Mr. Falkenau worked for three years in logistics in Eisenach and Zwickau. During that time he was responsible for the founding and development of a Human Resources department as well as overseeing HR training. Mr. Falkenau headed up a team of over 20 employees and freelancers.

Since 1994 he has acquired both accolades as a consultant as well as recognition in the fields of occupational personality diagnostics and executive coaching. As a methods specialist, he has developed renowned assessment centers, 360 degree feedback procedures, and management audits that form the basis for further selection, coaching or training measures. Mr. Falkenau was also responsible for many successful change projects for well-known companies. He has made a name for himself in the area of business coaching and as a sports psychologist. In his 20 year career he has advised, in the roll of personal coach, over 1,000 executives and businessmen.

Kay Falkenau conducts lectures on psychological training methodology and coaching at Trier University and Fresenius University in Munich. Currently, in cooperation with the "Founder Desk" in Munich, his research focus is in the development of assessments to "measure" business competence. At the "Center for Mental Excellence" in Innsbruck he works as an Assistant Professor in the training of future sports psychologists. In addition, Mr. Falkenau consults both professional athletes and teams on sports-related psychological issues.

His motto: *Success starts in the mind...unfortunately, failure as well!*