



*“Serenity is the true Source of Life Energy”*

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## ALEXANDER TROST

Alexander Trost is a Certified Coach, Trainer/Facilitator and Assessor, a Change Leader and Reflective Listener - intentionally being different in making a positive difference in the lives of people.

As an experienced multifaceted Hands-on Manager, Serene Leader and Ethical Coach with a demonstrated history of two decades in the fast-paced Semiconductors Industry, Alexander worked in diverse Functions (Consulting, Finance, Operations, Sales, Human Resources) and Countries (Germany, Singapore, Malaysia, Japan). Skilled in Consulting and Strategy Development, Mentoring and Coaching, People Development and Leadership, he is also experienced in Lecturing and Talent / Training / Change Programs as well as in Mindfulness / NLP / CBT and Psychology. He authored books on [General Management](#) and [Self-Development](#) as well as several articles on Leadership. Besides supporting numerous Humanitarian Organizations, he also engages as a passionate pro-bono Mentor, Coach and Career Adviser. Alexander is a Keynote Speaker and Member of Institute for Adult Learning (IAL) Singapore as well as of the Asia Pacific Alliance of Coaches (APAC).

Alexander began his career as an Internal Consultant at Infineon Technologies (formerly known as Siemens Semiconductor Group) in Munich. He was later posted to Singapore where he served as Financial Controller & Project Leader and subsequently held several key leadership positions in Scenario Planning and Global Production. He served as Director of Finance of a Business Unit before moving to Tokyo in the role as Representative Director and Regional CFO of its Japan operations. He was later appointed VP of HR Asia Pacific & Head of Global HR Talent Network where he led a team of more than 180 employees across 9 countries. In this role, he set-up and led a Global Talent Acquisition and Talent Management Organization. He has also successfully led projects in the areas of Business & Production Strategy, Operations Optimization, Post Merger Integration, Carve-out, Talent and Leadership Programs.

Alexander is a solid, loyal professional with a Master's degree focused in Business Engineering & Management Science from Karlsruhe Institute of Technology (KIT), Germany as well as a Master's degree in Economics & Industrial Economy from Aix-Marseille University (AMU), France. He is Founder of [ATvisor™](#) Head of the [Academy of ATvisor™](#) and Associate Consultant & Coach with renowned global consulting firms.