

Alex Brueckmann

KEYNOTE SPEAKER
STRATEGY FACILITATOR
WSJ BESTSELLING AUTHOR



PROFILE PACKAGE



BIOGRAPHY

Alex Brueckmann is a Wall Street journal best-selling author, strategy facilitator, sought-after speaker, executive team development expert, board director, and award-winning entrepreneur. His mission is to enable leaders to build and execute better strategy, through speaking, training, writing, and hands-on work as a fractional Chief Strategy Officer.

Alex is the CEO of Brueckmann Strategy Consultants Ltd., a boutique firm working with executives and boards of directors of medium-sized to large organizations, mainly in the Americas and Europe. He is also the CEO of Copperhead Capital Ltd., a privately held firm that invests in local for-profit businesses that improve the quality of life in their communities.

Alex has published multiple books, most notably *The Strategy Legacy – How to Future-Proof a Business and Leave Your Mark* (Business Expert Press, 2023), and *Secrets of Next-Level Entrepreneurs* (Wiley, 2023). He is a member of the Forbes Coaches Council and contributes articles to various publications. He is a regular guest on top 1% podcasts where he shares practical insights on strategy, executive leadership, and governance. In 2023, Alex was named “100 Dynamic Leaders of the Year” by *Exeleon Magazine* and featured in their special edition.

He started his professional career in music journalism and DJing. Alex then graduated from European Business School (Germany), and today holds certificates from Harvard Business School (USA), Insead (France), and Universidad ORT (Uruguay).

Originally from Germany, Alex moved his family to Vancouver, Canada, in 2020, where he sits on the Board of Directors of Surrey German Language School, the largest school of its kind in Western Canada. Alex is a dedicated father to a child with autism, and he supports research for a cure of rare childhood brain cancers. In his spare time, you’ll find him exploring British Columbia’s back country roads on his motorcycle.

BOOKS BY ALEX BRUECKMANN



The Strategy Legacy

The Wall Street Journal bestseller

Discover how to lead strategy and culture faster than ever – and how to make your efforts stick!

The Strategy Legacy is for leaders who want to shape the future of their businesses, without heavily relying on external consultants.

Alex Brueckmann demonstrates actionable solutions you can put into practice right away: a proven process for leading strategy and culture, based on his framework [The Nine Elements of Organizational Identity \(9EOI\)](#).

Available as hardcover, audiobook, e-book, and paperback.



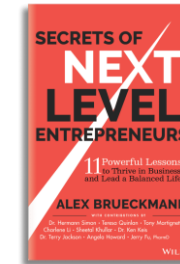
Creating The Strategy Legacy

The Practitioner's Field Guide

This Field guide gives you the suite of resources introduced in Alex's Wall Street Journal bestseller, *The Strategy Legacy*.

Alex shares his proven tools, templates, exercise descriptions, checklists, questionnaires, and facilitation notes to help you design and implement a winning strategy, based on the Nine Elements of Organizational Identity – 9EOI.

The Field Guide is exclusively available through the [9EOI Strategy Certification](#) program.



Secrets of Next Level Entrepreneurs

Every business leader wrestles with at least one of these three topics: creating a winning strategy, leading teams successfully through challenging times, and practising self care.

To master these topics, we share with you the best approaches for next-level entrepreneurs and business leaders.

Discover 11 powerful lessons to thrive in business and lead a balanced life!

Available as hardcover, audiobook, and e-book.

AS SEEN IN



SELECTED PUBLICATIONS

Forbes: Why So Few Leaders Truly Understand Strategy— And Why That's Dangerous (And An Opportunity)

CEOWORLD Magazine: No One Cares About Purpose: Move Beyond 'Why' to Create Impact

HR.com: How Business Creates Tangible Impact and Positive Change

StartupNation: Why Betting On Your Smartness Can Be the Reason You Fail



[WATCH: The Ultimate Strategy Podcast](#)



[LISTEN NOW: The Intentional Strategist](#)



[LISTEN NOW: Unleashed Podcast](#)



[LISTEN: Ben Morton Leadership Podcast](#)

SPEAKER & FACILITATOR PROFILE

Based on 20 years in strategy and leadership, Alex Brueckmann inspires audiences at corporate retreats, industry conferences, private sessions, public festivals, summits, and destination events.

He speaks about shaping human-centric high-performance organizations in the most accessible ways. Imagine the intersection of strategy, leadership, and culture – that's where Alex is at home and where he delivers action-oriented insights.

Audiences praise that he delivers practical take aways that help create immediate impact and results, jargon-free, no-fluff, and based on relatable real-world examples.

Alex has impacted thousands of leaders across the world with his unique gift of lighting up every room with a combination of wit, humour, and insights into the human soul and mind that drive strategy and culture.



KEYNOTE SPEECHES AND WORKSHOP TOPICS



TRANSLATING STRATEGY FROM SLIDEWARE TO ACTION

Research keeps showing that a shockingly small number of leaders understand the strategy of their organizations. Which makes it literally impossible for them to leverage their teams for strategy execution. This keynote helps leaders discover how to distinguish between strategy with real depth and language that only sounds strategic. Alex shows how to translate strategy into day-to-day reality including clarifying priorities, guiding choices, and aligning work even when not everything is fully defined. Available as workshop and keynote speech.



STRATEGY IS SIMPLE – DON'T COMPLICATE IT

Most strategies fail not because they're wrong—but because they never make it into daily behavior. Alex takes you into a real-world client project illustrating the power of simple strategy to drive dialogues into every angle of your workforce. This session helps your audience create a line of sight, from strategy to performance by turning strategy into something every employee can understand and act on—so your people make better strategy-led decisions and deliver measurable results. Available as workshop and keynote speech.



KEYNOTE SPEECHES AND WORKSHOP TOPICS



THE SIX LEADERSHIP SKILLS OF THE FUTURE

The higher leaders grow, the more their roles shift from doing the work to shaping the system in which great work happens, especially strategy and culture. But where do you even start – and what are the skills leaders need to succeed? Alex shares the six capabilities of the future, and why they are essential to move from accidental manager to becoming an intentional leader. This session equips leaders with the mindset and capabilities to inspire ownership, elevate performance, and lead transformation. Available as workshop and keynote speech.



THE 9 ELEMENTS OF BREAKTHROUGH SUCCESS

Breakthrough performance happens when strategy, leadership, and culture are fully integrated instead of being treated as separate conversations. With relevant real-life examples, Alex creates lightbulb moments based on the 9EOI model outlined in his Wall Street Journal bestselling book, *The Strategy Legacy*. This keynote speech provides your audience with a practical framework to shape direction, strengthen culture, and build a high-performance organization that consistently executes.

IMPACT STORIES

“Alex delivered one of the highest-value keynotes we’ve invested in. It was packed with value! Our Top 100 leaders left with tools they started using the next day. Engagement was off the chart, and we’ll bring him back next year!”

- Corporate Keynote Feedback, Fortune 500 CEO

“This talk was honest and made me realize where I can start to become a better leader. The speaker had this rare ability to make complex ideas simple without dumbing them down. One of the few I’ve seen who truly delivers both energy and substance.”

- Public Conference Participant Feedback

“If you want a workshop that drives results, book Alex. Hands down one of the best facilitators we’ve had. He connected with executives and frontline leaders alike, which is incredibly hard to do, and delivered a session that was highly engaging and deeply relevant. We walked away with confidence and a clear process of how to translate our strategy into relevant action for our teams. This will drive results more than any internal communication effort could have ever done.”

- EVP Strategy & Markets, Global Automotive Firm

Telefonica

iMEX



WORLD
MARKETING
SUMMIT
Better world through marketing

ALPHABET



FIFTEENth
SECONDS
FESTIVAL

·faurecia



CACTUS CLUB CAFE

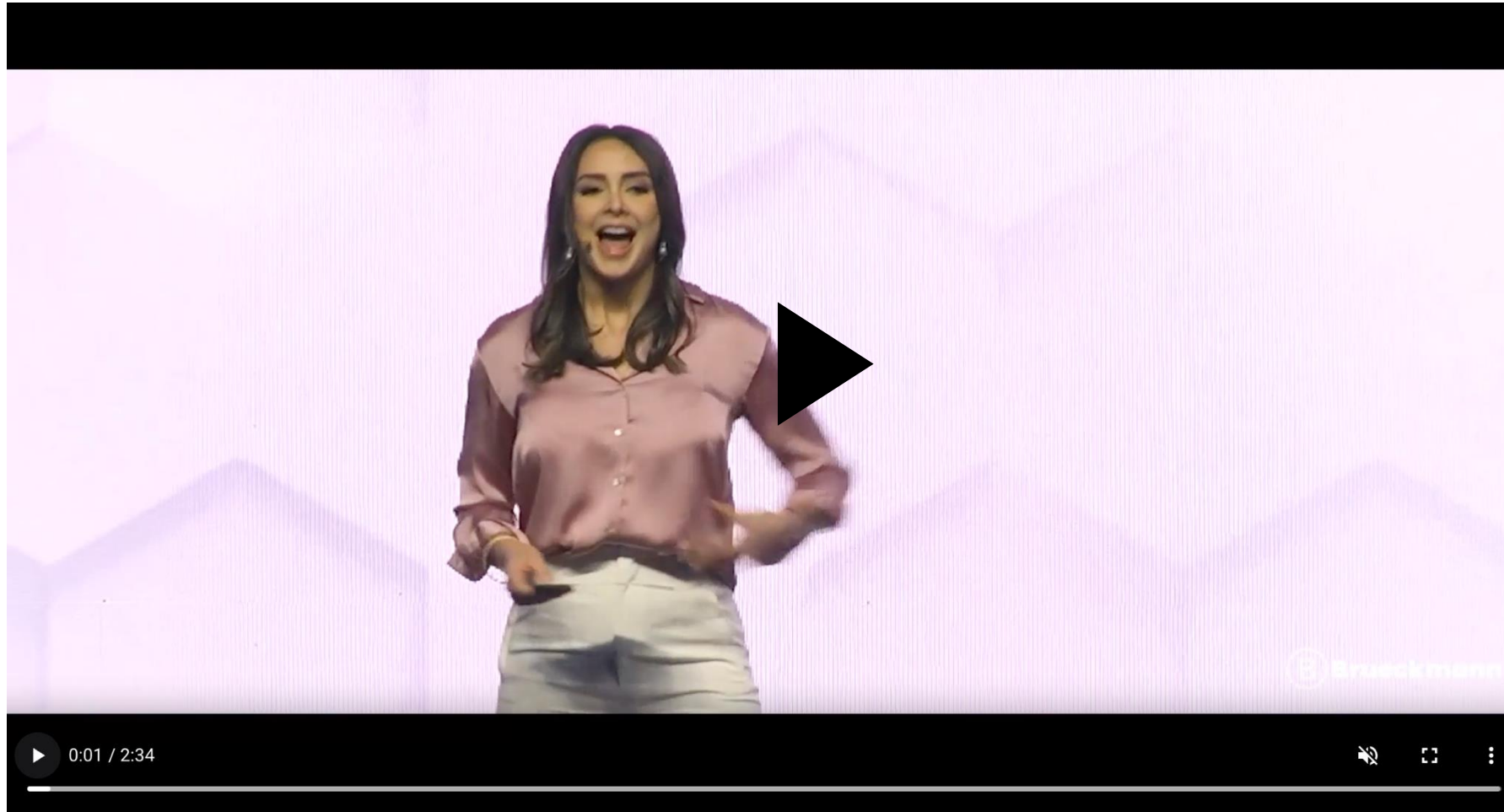


AM MEGA



PROSPERA
CREDIT UNION

SEE ALEX BRUECKMANN IN ACTION





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