THE FLYING PROFESSOR · SPEAKER KIT

Prof. Dr. Guy Katz

Keynotes that change how people sell, negotiate and communicate.

Professor of International Management at Hochschule München, global BMW master trainer, 2× TEDx speaker and certified flight instructor. Research-based, high-energy, and immediately applicable. On stage in English or German.

Oscar	NPS 100	500K+	50M	50+
BMW Global Training	Pictet Academy	TEDx views	social reach / year	countries



SIX SIGNATURE KEYNOTES

Stand Out or Get Lost
Being good is no longer enough. Why visibility has become a survival skill, with humor, aviation and a few uncomfortable truths.

The Power of Positivity
Not soft, not naive. How attitude changes outcomes in leadership and negotiation. His most-watched TEDx talk.

Negotiating like a Car Salesperson
The best moves of the world's most underrated negotiators, distilled from training thousands of them worldwide.

Your First Flight Lesson
What cockpit instruments teach managers about KPIs, focus, and what to do when the gauges fail mid-flight.

The Art of the Deal: Behavioral Sales
The psychology of selling in premium environments. The program behind the BMW Oscar and NPS 100 at Pictet.

Communicate Like a Secret Agent
Ten rules from military intelligence for communication and negotiation. True stories, tactics no business school teaches.

FORMATS

Keynote · 30–60 min

Workshop · half or full day

Training · 2 days, max. 12 people

Program · 7 steps, with certification

Language · English or German

CLIENTS INCLUDE

BMW · MINI · BMW Motorrad · Pictet · Allianz · SAP · Lufthansa · Star Alliance · Google · Infineon · EGYM · Merck · Sanofi · Euroasia (Rolex Israel) · Munich Airport · Bayerischer Landtag

> *"The Net Promoter Score of 100 is the best in our history."*
>
> PICTET GROUP · CLIENT EXPERIENCE PROGRAM

ALSO

Margot Friedländer Prize 2026 · Book: "I'll Do It!" · Founder TEDxHM · Ph.D. LMU Munich

Book Guy for your next event

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