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“Sweating for success”

Sports coach and writer Andreas Butz talked to Dr. Neumann

Andreas Butz was once a senior executive at a listed company. Today, he is a writer, marathon coach, speaker and popular business consultant across the globe. “Nine out of ten German senior executives exercise regularly, this is by no means a coincidence,” says Butz. As author of the upcoming book Sweating for Success, he explores this relationship between success and sports. Dr. Karl-Thomas Neumann, CEO of Volkswagen Group China and a marathon enthusiast, was naturally at the top of Butz’s interview list for his next book.

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Since the establishment of the VGC Runners Club six months ago, VGC’s running enthusiasts have gathered every Saturday at Chaoyang Park.

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After the training, marathon coach Butz gave a brief lecture on running skills and the choice of running shoes.



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Therefore Andreas Butz came to China for his first time, and on July 16, he attended a regular training with the VGC Runners Club, in which he participated as runner, writer and coach. Afterwards, Butz interviewed Dr. Neumann and shared insights into running with club members: “It’s a unique experience for me to observe how Dr. Neumann motivates his employees by running and training with them. Today was a lot of fun for me.”

Dr. Neumann started participating in marathons nine years ago. From 2002, he was in charge of EV at Volkswagen Wolfsburg. That same year, he attended his first marathon. Under his influence, many VGC employees have also started running. Since the establishment of the “VGC Runners Club” six months

ago, VGC’s running enthusiasts have gathered every Saturday at Chaoyang Park. The club has participated in many events, including marathons in Macao and Beijing. The Great Wall Marathon in May of this year attracted 40 runners from Volkswagen. When asked what a senior manager can learn from marathon, Dr. Neumann says, “There is a principle for physical exercise. The way is the goal. Marathon runners, particularly, need self discipline and perseverance.” Dr. Neumann has run in marathons in several world cities, including Hamburg, Berlin, Frankfurt, Prague, New York, Copenhagen, Macao and Hong Kong.

As former entrepreneur, Butz understands the pressures that senior executives deal with every day. When he decided to retire from business in 2002, he found a balance between commercial expertise and his love for marathon running. Butz has participated in more than 80 marathons and super marathons. He acts as a private coach for numerous managers, celebrities, marathon runners and professional athletes, as well as writes books and essays on running, eating and health. The time in China impressed him: “After this great time in Beijing, I would really like to participate at the Great Wall marathon next year, which will be a great challenge for me – just like using chopsticks”.



This does not fit the photo. Perhaps this caption could read: “Sports coach and writer joins Dr. Neumann in a run with the VGC Runners Club”