

Dr. med. Manfred Wagner

Specialist Internal Medicine · Former Medical Director · Systemic Coach



Dr. Manfred Wagner is a physician, organizational developer, systemic coach and senior trainer with almost 30 years of experience in medicine, leadership and people development. After more than 20 years of clinical practice, most recently as senior consultant physician leading a large ICU, he served for over 15 years as full-time Medical Director of Klinikum Fürth (800 beds, 3,000 staff) — while simultaneously building an independent practice as trainer, consultant and coach from 2012 onwards. In 2025 he founded hademco to pursue this work full-time.

He is a certified systemic senior coach and trainer (ECA, dvct), won the international German PR Award 2021 for his crisis communication during the COVID-19 pandemic, and is co-author of "Gesund kann jeder!" (Philipp Lahm, Südwest Verlag 2022). He has appeared as a medical expert on national television (Maischberger, ZDF, ARD/BR) and is a sought-after conference speaker. Client organisations include Bosch, C.H.Beck, Boston Consulting Group, GlZ and several large hospital networks.

PROFESSIONAL EXPERIENCE

hademco – Training · Consulting · Coaching

Founder & Managing Director | since 2025 (full-time)

- Leadership development and organizational development across industries
- Mediation and conflict management in hospitals and healthcare organizations
- Strategy workshops and team development
- Executive coaching (systemic, resource-oriented)
- International project assignments in healthcare system strengthening

Independent Trainer, Consultant & Coach

Senior Trainer · Consultant · Coach | 2012 – 2025 (alongside Medical Director role)

- Leadership development programmes and workshops for executives across industries
- Organisational development and strategy consulting for hospitals and healthcare networks
- Executive coaching (systemic approach, PERMA / Positive Leadership)
- Faculty, Hochschule Ansbach – Leadership in Healthcare, MBA programme, 2014–2019
- Senior Trainer & Co-founder, inkonstellation Köln coaching education programme, since 2018
- Leadership development for senior physicians, Swiss university hospitals, college m Basel
- Leadership programme based on PERMA, Mittelstandscampus NRW

Klinikum Fürth | Bavaria (800 beds, approx. 3,000 staff)

Medical Director & Member of Executive Board | 2008 – 2025

- Strategic medical development; built new departments: Neurology, Geriatrics, Neurosurgery, Electrophysiology, Central Emergency Department
- Design and leadership of an executive development programme based on Positive Leadership / PERMA
- Pandemic Officer during COVID-19: crisis management and crisis communication
- Reorganisation of corporate communications — DPRG International Award 2021
- Conception of a major hospital new-build project; DRG implementation; medical quality management

Klinikum Fürth

Senior Consultant Physician, ICU | 1996 – 2019 (parallel to Director role from 2008)

- Over 15 years leading a large ICU with full ventilation and organ replacement spectrum
- 15 years as emergency physician, Bavarian Red Cross

Klinik-Kompetenz Bayern (KKB) – Network of 60 Hospitals

Speaker of the Medical Directors | 2011 – 2017

- Active governance of a network of 60 hospitals with over 22,000 employees

EDUCATION

Medical Degree (Dr. med.)	Ludwig-Maximilians-Universität Munich, 1988–1996
Cusanuswerk Scholar	Cusanuswerk Foundation, 1990–1995
Specialist in Internal Medicine (Facharzt)	Bayerische Landesärztekammer, 2003

ADDITIONAL QUALIFICATIONS

- Certified Systemic Senior Coach & Trainer (ECA, dvct)
- Coaching & Org Development · Dr. Gunther Schmidt
- Hypnosystemic Coaching · Ortwin Meiss, Hamburg
- MBSR – Mindfulness-Based Stress Reduction
- Zurich Resource Model · ISMZ
- NLP Practitioner
- Emergency Medicine (additional qualification)
- Medical Quality Management
- PERMA / Positive Leadership · Klinikum Fürth
- Systemic Organisational Development
- Zurich Resource Model (ZRM) · ISMZ
- Hogan Assessments
- Provocative Coaching · DIP, Munich
- Cusanuswerk Scholar 1990–1995
- Curriculum Medical Leadership

SELECTED CLIENTS

Bosch, Stuttgart	Boston Consulting Group – BCG Platinion	Porsche AG, Leipzig
C.H.Beck, Munich	Wolters Kluwer	GIZ – Dt. Gesellschaft für Int. Zusammenarbeit
DKFZ Heidelberg	Mittelstandscampus NRW	SHG Kliniken, Saarland
Evang. Krankenhaus Oldenburg	Johanniter-Unfall-Hilfe	

PUBLICATIONS

Gesund kann jeder! — Co-author (with Philipp Lahm) · Südwest Verlag, 2022

Expert contributions & interviews — Multiple media projects with Philipp Lahm (#gesundesbayern) · Various, 2021–2023

RECOGNITION

DPRG International Award — Best Crisis Communication · German Public Relations Society, 2021 · COVID-19 crisis communication, Klinikum Fürth

WORKING LANGUAGES

German	Mother tongue
English	B2–C1
French	A2 (basic)

PROFESSIONAL ASSOCIATIONS

- German Medical Association
- European Coaching Association (ECA)
- dvct – Coaching, Training & Consulting
- Hademco Professional Network