

## LAURA BRESCIA

### EXECUTIVE COACH

Ms. Brescia is equipped with the skills and experience to understand organizations and the role of leaders in today's world of work. She provides tailored coaching programs to effectively fulfill their development needs. She specializes in adaptive leadership and cultural competence. She also delivers DEI&B programs.

Her coaching process is outcome oriented, strengths based, holistic and pragmatic. She believes that sustainable behavioral change starts with self-awareness, and that experiential learning is essential for developing new skills.

Her coaching style is warm, open, and balances support with challenge. She has a passion for helping people thrive.



#### Areas of Coaching Expertise

- Leadership Behavior
- Change and Transitions
- Cross-Cultural Communication
- DEI&B

#### Levels Coached

- Senior Executives
- VP/Directors
- Mid level/Talent pool

#### Languages & International Experience

- Italian mother tongue
- Fluent in English and Spanish
- 20+ International work and life experience across Europe, North and South America.

#### Industry Experience

- Consumer Products, FMCG
- New Media/Entertainment
- Hi Tech/Engineering
- Non-Profit, NGO

#### Functional Experience

- Coaching all functions (Marketing, Sales, Finance, HR,...)
- International Team Management
- Entrepreneurship

#### Professional/Corporate Experience

Marketing Consultant - freelance  
Category Manager, Danone, Turkey  
Brand Manager, Procter&Gamble, Italy

#### Education

Master degrees in Organizational Psychology, University of London, UK  
Master in Business Administration, Tagliacarne Institute, Italy

#### Certifications & Awards

Advanced Coaching Certificate from Columbia University, New York, USA.  
NLP Practitioner Certification, UK  
EQ-I (Emotional Intelligence) Certified  
ICF Accredited (PCC)

#### Case Studies

The VP at a large entertainment company, after his organization had been acquired, was having a hard time adjusting to the new leadership.

Through coaching, the client realized that operating from a perspective of scarcity - no control on strategic decisions, de-prioritized - was compromising his and his team performance. Laura helped him shift perspective and focus on what he could influence. As a result, he built new relationships, secured business results and, more recently, has been offered to lead a task force.

An Asian Senior Director at a US Tech organization, who had received feedback to be more assertive, entered coaching unmotivated to change her leadership style.

Together we defined the kind of leader she aspired to become (confident) and why that was important (be role model for other Asian women). Work on taking risks and using direct communication helped her improve performance, build trust and create a more cohesive team.

#### Contact Information

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