

## Marilena Beuses Executive Coach and Consultant



Marilena Beuses  
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### Areas of Expertise

- Executive and Leadership Development
- Hispanic Entrepreneurs
- Small Business Development
- Cross Cultural coaching
- Human Resources Strategy Innovation
- Succession planning
- Organizational Development

### Clients

- Amcor Pet
- Armstrong Labs
- AstraZeneca
- Bombardier
- Citigroup
- Microsoft
- Sony Pictures
- Ford Motor Company
- NASA
- Nokia
- PepsiCo
- Ryder
- Sara Lee

### Level/Type

- CEO
- CFO
- CIO
- VP
- Directors
- Mid level managers

Assessments Firo B, Lominger, PDI profiler, MBTI, Hay EI, DISC, Hogan, Cross Cultural Adaptability Inventory (CCAI)

### **Biographical Information**

Marilena is an executive coach with 4 Total Success, Inc. She has over 15 years of experience working as a Human Resources Executive with Fortune 500 companies in the Latin American region and the USA. She is a full time coach since 2000.

Her Coaching style is a mix of strategy and proactive action. She gets her clients to achieve higher results than what they ever expect of themselves. She is very dynamic and incorporates real cases along with diagnostic tools in her approach with a client. She builds long lasting relationships with her clients, for whom she is a fundamental key success factor. She demands and trusts the clients will provoke shifts and encourages them to step out of the box and become creative and maintain momentum. A great net worker, she teaches her executives the importance of having powerful meaningful communications, how to create a web of reliable interpersonal relationships, and lastly how to involve the Organization's best talent to maximize productivity. She has coached across races, genders, ethnicity and sexual preferences.

Before joining the coaching community she was a Human Resources Vice President for Citigroup. Among her many challenges was covering their Latin America division, managing their telecommunications area with responsibility for 23 countries plus their South Florida operations. While an Executive she learned to cope with rapid change, how to manage cross functionally and across cultures, the challenges of mergers and acquisitions, downsizing of operations, recruitment of talent, management development, executive coaching, and teambuilding. She also worked with blue-collar workers for bottlers for Pepsi Cola International in the Latin America region. Other experiences included developing a worldwide communication effectiveness program at Compaq Computers headquarters in Houston. Her previous experiences include Detroit Edison -

Chrysler, HAY Management Consultants, Monsanto Biogenetics division- Spain and PDVSA main Petroleum Company in Venezuela with 40,000 employees worldwide and fifth Oil Company worldwide.

She founded the first Spanish-speaking network of coaches worldwide (ICF Spanish SIG leader) and also the South Florida Chapter for the International Coach Federation. She is also founder of the new international group of Spanish Executive coaches "Coaches en Español" which has the best Spanish speaking executive coaches in the Americas and Europe. She is a frequent public speaker and has repeatedly made appearances in Univision the largest Spanish TV channel in Latin America and the US. She has also contributed with management articles in Hispanic Business Journal, Latina Style, Reforma (newspaper in Mexico), Entorno laboral (Mexico), Conocimiento y Desarrollo (Argentina), and other Latin American magazines. She also serves on the committee for the Executive Coaching Summit which is a think- tank group of executive coaches from around the world

Her academic background includes a B.A in Psychology and Sociology from Duquesne University in Pittsburgh, PA and M.B.A from the University of Michigan. She is a Certified Coach from Coach University (the largest Coaching school worldwide) and has received **Professional Certified Coach** credentials from the International Coach Federation.