

Marilena Beuses
Executive Coach and Leadership Consultant**Areas of Expertise**

- Executive and Leadership Development
- Entrepreneurs
- Cross Cultural coaching
- Strategy & Innovation
- Succession planning
- Organizational Development

Clients

- Abbvie
- Amcor Pet
- AstraZeneca
- Bacardi
- Banamex
- Banco Santander
- Cooper Gay
- Citigroup
- Chevron
- Discovery Channel
- MasterCard
- Microsoft
- Merck
- NASA
- Nokia
- Ryder
- Royal Bank of Canada
- Sara Lee
- Shell oil
- Sony Pictures/Music
- Toyota
- Unilever
- United Nations
- Walmart
- World bank
- Yahoo



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Level/Type

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

Assessments Firo B, Lominger, PDI profilor, MBTI, Hay EI, DISC, Hogan, Cross Cultural Orientation Indicator (COI)

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 and holds a professional Certified Coach certification from the International Coach Federation since 2005.

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 the Regional Latin America Human Resources Vice President for Citigroup. Among her many challenges was covering their Latin America division, managing 7000 employees, 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 was also HR Director for Pepsi Cola International in the Latin America region where she managed bottler manufacturing facilities in 13 different countries.

She has a strong background in Energy and Oil having spent the first ten years of her career working with Maraven Venezuela in upstream and downstream operations (former Shell oil). She has provided consulting and coaching services since then hundreds of Executives and Managers in almost every industry and in 5 continents. Other 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 with now over 120 members (ICF Spanish Community of Practice leader) and was the President for the South Florida Chapter for the International Coach Federation. She is also founder of Sabertela a virtual education company with global reach to provide leadership and management training for Spanish speaking leaders. She is a frequent public speaker in Management conferences around the world and has repeatedly made appearances in Univision the largest Spanish TV channel in Latin America and the US. She has 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.

She is an affiliate coach , facilitator and Trainer for many international organizations and is an Adjunct Faculty member for the Leadership Development Center for the University of Florida and represents The Authentic Leadership Institute, Harvard Mass in Latin America. Marilena teaches at the Wharton Business school Advanced Management Program.

She is married and has 4 stepchildren. She enjoys reading biographies, Yoga, Zumba, travel, photography , swimming and scuba diving. She is an avid advocate for the advancement of Latinos leaders in Corporate environment.