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Top Skills

Executive Transitions
C-Suite Advisory
Organizational Architecture

Languages

German (Native or Bilingual)
English (Native or Bilingual)
Portuguese (Native or Bilingual)
French (Full Professional)

Certifications

Hogan Assessment Certification
Making AI Work: Machine
Intelligence for Business and Society
Leadership Circle Profile Certification

Francisco Serrano Baptista

Executive Integration Architect | First 100 Days | €50M+ P&L
Leaders
Lausanne Metropolitan Area

Summary

Executive failure in the first 18 months costs organizations €2.5M on average.

More importantly, it derails careers that took decades to build.

I prevent both.

For 12 years, I've specialised in one thing: ensuring senior executives succeed in high-stakes transitions where failure isn't an option.

My clients include:

- Managing Directors navigating political complexity in matrix organizations
- EVPs preparing for CEO succession while delivering current P&L
- First-time executives translating technical brilliance into leadership impact
- Women executives breaking through to board positions in male-dominated industries
- Legal partners managing the transition from practitioner to rainmaker

The work is not coaching. It's strategic advisory for career-defining moments.

Typical engagement:

A pharmaceutical EVP facing board skepticism after three failed initiatives.

Six months later: Leading enterprise transformation with full board support.

A banking MD with brilliant strategy but "lacking executive presence."
Four months later: Selected for group executive committee.

An engineering director told she's "too intense" for senior leadership. Five months later: Promoted to VP with team engagement scores in top quartile.

These aren't outliers. They're predictable outcomes of systematic methodology.

Three beliefs guide my practice:

1. Executive failure is rarely about competence—it's about integration
2. The forces that create success also create failure—they need orchestration, not elimination
3. Transformation happens in months, not years, with the right architecture

I maintain a small practice: 12-15 executives annually. This ensures depth of engagement and documented outcomes.

Current focus: Executives in first 100 days of expanded scope. Minimum engagement: €50M P&L or equivalent complexity. Geography: Switzerland, Germany, UK (remote for qualified executives globally).

Not seeking volume. Seeking executives where the stakes justify the investment.

If you're facing a transition that will define the next decade of your career, let's evaluate whether systematic intervention makes sense.

Note: I don't work with executives seeking incremental improvement.

I rather work with those facing binary outcomes—breakthrough or breakdown.

The difference between executive success and failure is rarely capability.

It's integration. That's what I architect.

francisco@franciscobaptista.com

Experience

Francisco Serrano Baptista Coaching et Consulting
Executive Integration Architect | First 100 Days Specialist | €50M+ P&L Leaders
September 2013 - Present (12 years)
Lausanne, Vaud, Switzerland

I prevent executive failure in high-stakes transitions.

200+ senior executives. 15+ countries. 87% promotion rate within 18 months.

The Problem:

40% of executive transitions fail. Cost: €2.5M per failure.

Cause: Not competence. Integration failure.

The Solution:

Executive Integration Architecture™—systematic methodology identifying and integrating competing internal forces that create external friction.

I work exclusively with:

- €50M+ P&L responsibility
- 100+ person organizations
- Board/ExCo reporting relationships
- First 18 months or significant expansion

Recent Outcomes:

- Swiss Pharma EVP: Board succession accelerated 18 months
- German Banking MD: "Failing" to "exceptional" in 90 days
- Technology CDO: Team attrition 30% to 8%, delivery maintained
- Manufacturing Director: Regional to global in 12 months

Methodology:

Hogan Certification | Leadership Circle | Internal Family Systems
12 years exclusive senior executive focus

Process:

90-minute Strategic Assessment (qualified executives only)

3-6 month integration programs
3 executives per quarter maximum

Not accepting new clients until Q4 2025.
Waitlist: francisco@franciscobaptista.com

Nestlé

Progressive Leadership Roles
2013 - 2016 (3 years)

Vevey, Vaud, Switzerland

- Lean/Six Sigma Program Director (2013-2016)
- Chief of Staff, Global CIO Office (2009-2013)
- Global Head of HR Systems (2003-2009)

Led enterprise transformations, managed C-suite initiatives,
architected systematic change across 190+ countries.
This experience informs my current practice preventing executive failure.

Education

Heidelberg University

Master's Degree, Engineering Physics/Applied Physics · (1989 - 1994)

FernUni Schweiz

Bachelor's degree, Psychology · (November 2023 - December 2026)

The Full Circle Group

Certificate, Organizational Leadership · (2014)