
CONCHITA RODRIGUEZ FRANCO

Leadership Coach & Coaches Trainer – Madrid, Spain

crf-concordia @wtcbarcelona.com

Overview:

Conchita works as a freelance Executive Coach as well as an associate coach with the Center for Creative Leadership (CCL). She also works as trainer for the Coaches Training Institute (CTI) from California. Conchita specializes in executive coaching and leadership development and has a wide range of experience working with international executives from various countries and cultures.

Conchita holds a degree in Business Administration by the Universidad Complutense and an MBA from the Instituto de Empresa in Madrid. Furthermore, she is a CPCC (Certified Professional Co-Active Coach), trained with C.T.I. She has also completed two leadership development courses: the Co-Active Leadership programme in Sebastopol, CA and the CCL's LDP (Leadership Development Programme) in Brussels.

Previous to coaching, Conchita worked in the financial services, starting her professional career as a stock analyst on the Madrid Stock Exchange and continuing in the field of Corporate Development/Mergers & Acquisitions advisory services after moving to Germany, where she lived for 7 years followed by 7 years in Paris. During those years, she mainly managed projects that involved expanding the international presence of a company or a division, often via acquisitions or alliances.

Representative Client Engagements:

- Coached the Technical Director of a very large Spanish food company to improve his work with his team and gain a more assertive and efficient interpersonal style.
- Coached a C.E.O. of the Spanish subsidiary of a french electrical appliances producer, to develop his emotional intelligence, self awareness and interpersonal relationships as well as getting himself aligned both with his goals and values and the companies goals and values.
- Coached a Sales Manager of a Spanish consultant company to improve his team work and communication style.

Areas of Expertise:

- Leadership Development
- Coaching as leadership style
- Interpersonal communication
- Executive Coaching
- On-boarding into new roles and top performance
- Building an Authentic Leadership style
- Self Awareness Increase
- Self Awareness Psychometrics

Client Types/Levels of Experience:

- CEO - Managing Director - COO – CFO – Partner – SVP – VP – Director - Manager

Industry/ Functional Experience:

Financial Services, Industrial minerals, Beverages, Publishing, Aerospace, Utilities.

Representative Clients:

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|--------------|----------------|
| • BBVA | Gallina Blanca |
| • Endesa | Pfizer |
| • Telefonica | Ciba |
| • AXA | Philips |
| • EADS | Unilever |
| • Sogeti | Fortis |

Cultural/Multi-National Experience:

- Coached and facilitated within Spain, France, Germany, Belgium, Poland, Turkey, US, Mexico, Chile and Argentina. Lived in Germany & France.

Languages:

- Spanish, English, German, French, Italian.

Professional/Corporate Experience:

- Stock Analyst, Asesores Bursátiles, Madrid
- Corporate Finance Director, Matuschka Gruppe, Munich
- Corporate Development Consultant, Grupo SAMCA, Zaragoza
- Corporate Development Consultant, Concordia, Barcelona

Education:

- CC Empresariales, Universidad Complutense, Madrid
- MBA Instituto de Empresa, Madrid
- Coaching Certification CTI, London.
- Co-active leadership programme, California
- CCL Leadership Development Programme, Brussels

Professional Affiliations:

- Co-active coaching and leadership alumni
- International Coaching Federation
- AECOP: Founding Organisational Member
- ICF Spain: First Treasurer and Founding Member

Certifications:

- FIRO B
- Myers Briggs Type Indicator (MBTI) Step I and II
- Matrix
- Conflict Dynamics Profile (CDP)
- Benchmarks
- California Psychological Inventory (CPI)

Notables:

- Published Book: Tacticas de Coaching para mujeres
- Programme Coordinator for the 2nd International Coach Federation European Conference in Sitges.
- Published articles in several magazines