



Carmen Morales

Consultancy and Coaching experience

Carmen is an Executive Coach with 10 years of experience, specialise in Emotional Intelligence and Leadership Development. Carmen brings significant Corporate Coaching experience:

- ☞ Coached Senior Executives - most notably Chairman and CEO's
- ☞ Coaching High Potentials for Leadership Development
- ☞ High-Effective Teams Coaching

Carmen coaches in association with SWAN Consulting and is fully committed to assisting others in moving from their current circumstances to exploring, realizing and achieving their fullest potential in their day-to-day lives, careers and businesses.

Her main skills as a Coach are supporting others in achieving their personal best meeting the ethical and professional standards, establishing trust with the client, active listening, powerful questioning, direct and open communication, creating awareness, helping to design actions and managing progress and accountability.

Recently, she has developed Coaching Processes in: Abbot Laboratories, Warner Bros. Spain, Christie's Spain, Audalia, CEMEX, Everis, Eat-Out, Grupo Caja Madrid, Sun Microsystems, UBS, PriceWaterhouseCoopers, Phillip Morris Spain, Siemens, Amadeus, Grupo Telefónica (Grupo, Corporación, Atento, Tisa, Móviles), Blockbuster Video, Datex-Ohmeda, Sidenor and Caja Burgos.

Line Management Experience

Carmen has a broad experience of 19 years in specialized Human Resources Consultancies involved in Strategy and Leadership Development Projects, both national and international. Her expertise focuses on understanding and navigating complex organizations customer oriented.

Some representative projects and customers in Strategic and Human Resources Consultancy are:

- ☞ Strategy alignment and business development: Grupo Caja Madrid, Barclays Bank, Sol Meliá, Baxter, Metro de Madrid, COMSA, Grupo Eroski, Audalia;
- ☞ Leadership Development: Sony, La Caixa, Bank of América, Grupo Caja Madrid, Ferrovial, Goodyear-Dunlop, Colegio de Arquitectos de Madrid, Sidenor, Datex-Ohmeda, Aumar (Autopistas del Mediterráneo), Alcatel, Asland-Lafarge, Sun Microsystems, Altadis, Hasbro, Sol Meliá;
- ☞ Performance Management: design and implementation based on Competency Models and linked to compensation and benefits: Grupo Caja Madrid, Deutsche Bank, Barclays Bank, Lafarge-Asland, Grupo Eroski, Datex-Ohmeda, Iberdrola, Baxter, Sidenor, Red Eléctrica de España, Reckitt-Benckiser;
- ☞ Mergers & Acquisitions (and HR Due Diligence): Campsa-Repsol, Asland-Lafarge, Datex-Ohmeda, Ernst&Young, PwC, Boots-Reckitt Benckiser, Schering-Bayer, Banc Sabadell (Banco Urquijo).



In addition to her track record in Consultancy and Coaching, Carmen is a Professor in Executive Coaching and Management Skills Development at DEUSTO UNIVERSITY (Bilbao). She is also a Professor for OB&HR in two different Masters at INSTITUTO DE EMPRESA Business School (Madrid): IMBA and Master in Biotechnology Management; Professor in ESADE Business School (Barcelona); ANTONIO NEBRIJA UNIVERSITY Business School (Madrid); ALCALÁ DE HENARES UNIVERSITY Business School (Spain), AEDE Business School and ESCP – EAP Business School (Paris, France).

Background

Carmen academic background includes an Executive MBA from Instituto de Empresa Business School, Madrid (Spain); B.Sc. Psychology; Post Graduate Certificate in Business and Executive Coaching. Carmen is also proficient in Emotional Intelligence and Competencies (working with Daniel Goleman and Richard Boyatzis in HayGroup, 1997 – 2002). She has been an in-company Facilitator for numerous Seminars in Coaching, Strategy and Management, Leadership Development, Talent Audit, Competencies, Organizational Climate, Business Development, Team Effectiveness and Feedback 360°.

For the last 10 years, she is also an Executive Coach fully accredited with the International Coaching Federation (ICF) and of the Spanish Coaching Association (AECOP).