

“Personal and Professional development comes from sharing best practices & experiences with those both within your organization and those outside”



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COACH'S OVERVIEW

Irena provides consulting, mentoring and coaching for executive clients and organizations. She has extensive experience as a senior manager and consultant in executive coaching, senior recruitment, organizational development, line management and professional development that spans over thirty years in Central and Eastern Europe in healthcare, consumer, manufacturing, banking, recruitment and other industries, at senior management level in several Central East European countries, and covering the CEE Region, as well as in the UK. For past 25 years based in Prague, Czech Republic.

Areas of emphasis include senior management assessment & development, leadership development, sales & marketing & business development skills, senior recruitment, individual and team goals plus performance improvement, cross-culture awareness and facilitating cross-functional collaboration so that company management teams work more effectively together to achieve the organization's objectives. Through coaching and consultation thereby enhancing leadership, team and individual performance, dealing with change, process and quality improvement, diversity and inclusion. Strong expertise in senior level recruitment, career counseling and transition management, as well as development of company management teams.

REPRESENTATIVE CLIENT ENGAGEMENTS

- Numerous transition management programs for senior executives in Czech Republic in last 15 years
- Senior Executive Search for leading multinationals throughout CEE for last 25 years
- Leadership Development Workshops for leading financial services client in Prague; also Cross Culture Coaching Seminar for Managing Director leading to Management & Leadership Assessment & Development Process for Company Management Team of 800+ employee manufacturing organization in North Moravia, individual coaching for all senior executives to develop leadership and team skills
- Consulted with leading healthcare regional (CEE) organization leading to CEE sales & marketing assessment project.
- As Managing Partner, Sales Director, and Export Sales & Marketing Manager led and managed teams in international global companies, growing the various businesses over and above expectation across multiple geographies.

Areas of Mentoring Expertise

- Change Management
- Senior level recruitment
- Transition Management
- Career counseling
- Culture Change & Assessment
- Cross-Cultural Communication
- Company Management Team Effectiveness
- Leadership Assessment & Development
- Talent Management Assessment & Development
- Team: Alignment, Building, Facilitation
- Diversity
- Organization Design
- Presentation/Public Speaking
- Succession Planning

Levels mentored

- CEO
- Direct report to CEO
- EVP/SVP
- VP/Director

Languages

- English - native
- Czech – fluent
- French-intermediate
- German-basic to intermediate

Mentoring Experience in Functional Areas

- CEO; Finance, Sales, Marketing, HR, Manufacturing – in industry environment
- CEO, for CEE countries
- Senior management in variety of sectors in Czech R
- Mostly multi nationality engagements: in English and in Czech

Multi-Cultural Experience

- working in CEE and Russia for over 30 years
- working with international companies across CEE incl. Russia
- Rotary leadership responsibility for clubs in Siberia and Far East Russia 2016-

Professional/Corporate Experience

- Managing Partner Brichta & Partners CEE: from 2006
- Co-owner Amesbury Partners International 2011-20
- Managing Partner, Hudson Czech R & Slovakia:2002-6
- Managing Partner: Heidrick & Struggles Czech R & Hungary 1997-2001
- Consultant: Egon Zehnder Prague: 1992-4
- Sales Director: Kraft Jacobs Suchard, Budapest: 1992-4
- Medical Franchise Director, J&J Hungary: 1990-2
- Sales & Marketing Manager CEE, Ethicon Ltd, J&J: 1977-1990

Certifications and Training

- Leading & Coaching Across Cultures: 15.15 hrs ICF-CCE

Assessments

- Manufacturing Industry: North Moravia
- Czech generic pharma: across CEE

Education

- MBA Degree: University of Strathclyde Business School, UK
- MA Hons Degree: University of Glasgow, UK

Testimonials

- Lallemand, Hayes-Lemmerz, Philip Morris, JT&T, Tesco, Taylor Nelson Sofres, Novartis, Zentiva, Danone

LinkedIn Profile

<https://www.linkedin.com/in/irenaastrichta/>