

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



## Irena A. Brichta

Senior Recruitment Consultant,  
Mentor, Coach,  
Prague, Czech Republic

Brichta & Partners sro  
brichta@brichta-partners.com  
(www.bricta-partners.com)

Partner: 33 St James's  
(www.33stjames.com)

### SUMMARY

Irena has extensive experience in senior recruitment, executive mentoring & coaching, transition management/outplacement, organizational and leadership development covering the CEE Region and as a senior manager in several Central East European countries and the UK, that spans over thirty years in Central and Eastern Europe in healthcare, consumer, manufacturing, banking, financial and professional services. For the past 27 years based in Prague, Czech Republic, providing senior executive search consulting, transition management, mentoring & coaching for executive clients and organizations.

Areas of emphasis include senior recruitment, transition management/outplacement, senior management assessment & development, leadership development, sales & marketing & business development skills, 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. All this 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

- Senior Executive Search for leading multinationals throughout CEE for last 27 years
- Numerous transition management programs for senior executives in Czech Republic in last 15 years
- Leadership Development Workshops for leading financial services client in Prague; 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 Expertise

- Senior level recruitment
- Transition Management
- Career counseling
- Change Management mentoring
- 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/coached

- 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 2016-2018

### Professional/Corporate Experience

- Managing Partner Brichta & Partners CEE: from 2006
- Co-owner Amesbury Partners International 2011-20
- Managing Partner, Hudson CzechR & Slovakia:2002-6
- Managing Partner: Heidrick & Struggles CzechR & 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/>