

## **Agnes Mura, MA, MCC**

Agnes Mura, MA, is a globally experienced Master Certified Coach (MCC) to senior executives, owners of closely held companies and emerging leaders. She has special expertise in coaching leaders through successful cultural transitions of all types, including changes in assignment, location or geographic reach, integration into new corporate or departmental cultures, and how to successfully shift the culture of a function or a department. Executives turn to her at the critical junctures in their career to strengthen skills (e.g. managing global virtual teams) or to vastly expand their leadership abilities (e.g. global emotional intelligence, matrix collaboration) in the face of sweeping challenges.



Ms. Mura is an experienced and globally focused leadership coach who inspires and develops Fortune 500 corporate executives from Europe to Latin America. Fluent in six languages, Agnes has also mediated among diverse peoples and cultures. She is currently coaching in English, Spanish and German – virtually, as well as in person.

Ms. Mura is a coach and partner to leaders who deal with the complexities, uncertainties and turbulences of today's global business world - while having to deliver ever better business results. She understands organizational (and national) cultures and how best to navigate them. Her profound humanity is coupled with a keen strategic eye for what's really going on, and a strong business sense from her 10 years as a finance executive. Her capacity to elicit authenticity in her clients helps leaders and key contributors achieve the personal and professional shifts that are required to deliver results... and to bring their teams along with them.

She holds a Masters Degree in philosophy and applied linguistics from Cologne University in Germany and a Bachelor of Arts from Edinburgh University, Scotland.

### **Key Highlights:**

*As a Coach, Ms. Mura is credited with supporting:*

- The CFO of a large public corporation to navigate a problematic triangular relationship with the CEO and key board members. At 4 months into the process, the chairman and the lead director expressed their renewed confidence in the whole management team, in time for the CFO to launch a critical and successful debt restructuring.

- A female Senior Partner in one of the nation's Big Four Accounting Firms to achieve a new function with global responsibilities and a seat on the executive committee and the firm's board, by strengthening her firm-wide strategic perspective, building credibility and connections through collaboration and sharpening delegation and mentoring skills.
- A senior executive in a global company repatriating from an assignment in Asia. Immediately took over a substantial regional responsibility in the US with minimal adjustment period, making a smooth and cost-effective transition for the company and quickly leveraging her experience to lead her region to top tier performance.
- A team of EVPs reporting to the CEO of a financial institution, to strengthen individual leadership, cohesion and strategic abilities in advance of the 2008-2009 financial meltdown; the CEO and the team are thus able to turn the business model into a new, sustainable direction.

*As a Leadership Development program designer and Strategic Facilitator:*

- A two-year leadership program for the top 75 executives of one of the top 3 Mexican banks, impacting succession and growth strategies.
- A two-year executive development program for a \$10 billion Los Angeles based firm, designed and executed in coordination with USC's Marshall School of Business Executive Education division.
- A leadership development program, in parallel with IPADE, Mexico, for Nissan's top 25 executives.
- Ongoing faculty roles in global leadership programs for Novartis, Coca-Cola, Citi, Dell and others.
- Strategic, scenario planning and team building retreats for numerous mid-size west-coast companies.

**Companies I've Worked With (and Years With Each Company):**

- Mannheimer Abendakademie, Germany: Department Head Foreign Languages, 1977- 1983
- Los Angeles Olympic Organizing Committee: Foreign Relations Manager, 1983-1985

- First Interstate Bank: AVP, then VP and IPB Country Head for Mexico, 1985-1992
- Bankers Trust: VP and IPB California Representative (office head), 1992-1995

*Her clients have included:*

- Accenture 2000, 2006
  - Avon 2001-2002
  - Bank of America 2008-2009
  - Banco Santander 2005-2008
  - Catholic Healthcare West 2010-Present
  - The Coca Cola Company 2005-2006
  - ConAgra 2005-2006
  - Citi 2006-2007
  - Coors 2000
  - CBS Paramount 2007-Present
  - Dell 2009
  - Deloitte & Touche 1999-2009
  - DineEquity 2009-Present
  - East West Bank 2006-2009
  - KPMG 2005-2006
  - Maytag 2004-2005
  - MGM 2001
  - National Australia Bank 2009
  - Novartis 2000-Present
  - Nissan Mexico 2007-2009
  - Paciolan 1999-2008
  - PriceWaterhouse Coopers 2009-Present
  - Raytheon 2004-2008
  - Saatchi & Saatchi 2009-2010
  - Sony Pictures and Electronics 1999-2001
  - Symantec 2008-2009
  - Toyota 2003-2006
  - TRW 1997-1999
  - UBS 2005-2007
  - Warner Bros 2002-2004
- and many “fast” small and mid-size firms in the US and abroad

**Geographies I've Worked In:**

- Eastern and Western Europe
- North Central and South America

### **Leader Positions I've Coached:**

- Group President South-East Asia and Pacific Rim, Coca Cola
- President, Consumer Products – major Los Angeles entertainment studio
- CFO Banco Santander Mexico (promoted to larger Brazilian market)
- President of GE Security (Interlogix) – a division of GE
- CMO of Conectiv (\$5 B Del-Mar-Va utility company)
- Partner-owners of \$50 MM Irvine staffing company
- CEO-COO (father and son) of \$40MM actuary firm
- CEO and Chief Marketing Officer, Aegis Living (Seattle-based, privately held developer of high-end retirement communities)
- CTO, privately held cable company, Chicago
- Chief Nursing Officer, Californian top hospital system

### **Business/Talent Challenges I've Helped Leaders Solve:**

- Increase strategic thinking abilities and approach
- Refine advanced, situationally appropriate communication skills
- Develop executive presence and strengthen delivery skills
- Manage complex constituencies (including boards and unions)
- Practice (and teach) productive conflict management
- Role model (and teach) feedback and coaching skills for people development
- Create a team climate of innovation and continuous improvement
- Develop a global mindset
  - Cultural emotional intelligence
  - Remote cross-cultural team management
  - Remote performance management
- Manage potential personal “derailers”
- Manage personal energy for sustainable career growth

### **Leadership Experience:**

- Academic administrator: ran 21 language programs with full-time and part-time faculty in Germany
- Foreign relations (LAOOC): led the effort that persuaded the Romanian delegation to break the Soviet boycott of the 1984 LA Olympics by attending the Games as one of only two Communist countries
- Led and developed 500 volunteers through a program to become Olympic interpreters

- As a banker, managed dispersed teams of relationship managers to consistently exceed company goals. Many of her staff has gone on to prominent finance careers.
- When First Interstate was sold and her group dissolved, she negotiated her entire team's transfer to Bankers Trust, safeguarding jobs and migrating \$1Billion in client relationship assets to the new bank.
- As founding director of the Professional Coaches and Mentors Association, and the founding president of the International Consortium for Coaching in Organizations, led volunteer boards and built two respected institutions that advocate for excellence in organizational coaching.

### **Selected Assessments**

FIRO B, MBTI, Hogan Suite, DISC, FEBI ([www.focusleadership.com](http://www.focusleadership.com)), Workplace Motivators (TTI), Learning Styles, Leadership Practices Inventory, Thomas Kilman Conflict Mode Instrument, Conflict Dynamics Profile, Hay ECI 360, Benchmarks (CCL) 360, Compass 360.

### **Program Modalities**

Ms. Mura delivers value through a customized mix of several modalities: Face-to-face on-site coaching, including shadowing; Video-conference coaching; Intense in-person assessment/intake session followed by telephone coaching; Group training preceded and followed by individual tele-coaching (e.g. leadership development programs); Off-site retreats (e.g. team building, strategic planning); Tailored tele-classes.

### **Honors and Publications**

In 2000, Agnes Mura's accomplishments were honored with the *Woman of Achievement Award* by Century City - Los Angeles. In 2002, she earned the *Builders' Award* of the Professional Coaches and Mentors Association. In 2003 she became a founding member of the editorial board of the *International Journal of Coaching in Organizations*. In 2004 she co-founded the *International Consortium for Coaching in Organizations*.

Her contributions were published in the *2008 Pfeiffer Annual: Leadership Development*. She has been the editor of the *CoachLeader Update*, an ICCO member publication modeled on the Harvard Management Update, since 2004. Pacific Soundings Press published her book, co-authored with Dr. William Bergquist, *Ten Themes and Variations for Postmodern Leaders and Their Coaches* in 2005. Their new book of organizational coaching strategies and practices is appearing in 2010.