

Agnes Mura, MA, MCC

Agnes Mura, MA, is a globally experienced Master Certified Coach to Global 1200 C-suite and senior executives, boards, business owners and service professionals.



As a business leader, she serves on the Board of Directors of AIRCASTLE, a multi-billion-dollar publicly traded global company (AYR: NYSE) that acquires, leases and sells high-utility commercial jet aircraft to airlines throughout the world. She helps AYR “build talent at the speed of business”. Since 2015, she has also chaired the board of the Institute of Professional Psychology Studies (www.IPPSprogram.com)

For 20 years, as president of her firm AMI, she has demonstrated success and in coaching leaders through high-stakes high-performance challenges of all types - individually and in teams - including performance leaps, role expansion, dramatic change in location or geographic reach, integration in new corporate cultures, and how to successfully shift the culture of a team, a function or a board.

Agnes’ practice is evidence and neuroscience-based. She is a Certified Facilitator by Interaction Associates, Cambridge, MA, and an expert in Conversational Intelligence®. When designing and delivering leadership development programs for senior or emerging groups of global leaders, she directly impacts each firm’s culture and results. Executives and teams turn to her at the critical junctures to strengthen skills (e.g. developing their strategic abilities, managing dispersed multi-cultural teams and companies) or to vastly expand their leadership competencies (e.g. influence, executive presence, stakeholder negotiations, creating engagement, public communications, global emotional intelligence, matrix collaboration). She performs candid and transformational board evaluations (public and private). Agnes Mura also leads powerful team development processes for executive teams and boards (ECC Team Development Methodology), and regularly facilitates innovative retreats (e.g. strategic planning, values workouts) for her client companies.

Agnes Mura is an adjunct faculty member in the University of Miami’s Certified Professional Coach program. She is the author of several leadership publications (and two books on executive coaching) and prominent as a multilingual expert Assessor, certifying professional coaches for the International Coach Federation.

Agnes earned her BA at Edinburgh University, UK and her MA from Cologne University, Germany. Fluent in six languages, she is coaching and consulting worldwide in English, Spanish and German.

Key Highlights:

Recent C-level Executive and public Board Evaluations:

- Performed the annual evaluation of a public company CEO, who was creating a culture change in the organization, engendering a lot of resistance as well as very positive results. Delivered a multi-rater interview-based evaluation of the CEO along with coaching feedback and recommendations of forward-looking changes.
- Performed a quantitative as well as qualitative governance Evaluation process of the board's functioning at a collective and individual level, supported by feedback, recommendations and action plans.

As an Executive Coach, Ms. Mura is credited with recently supporting:

- The CFO of a national public corporation to navigate a problematic triangular relationship with the CEO and key board members. After working with board members and all key stakeholders, four 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.
- CEO and EVP team of a leading SoCal financial institution, to strengthen individual leadership, strategic abilities and involvement with the board in advance of the 2008-2009 financial meltdown; the CEO and the team were thus able to turn the business model and the firm's culture into a new, sustainable direction.
- A Senior Partner in a Big Four consulting firm to achieve a seat on the executive committee and the firm's board, by strengthening a firm-wide strategic perspective, building credibility and connections through collaboration and sharper delegation and mentoring skills.

As Retreat Facilitator, she delivered

- Public and private Board development retreats, based on analytically performed feedback, to help boards identify their strengths and growth areas on their path to achieving excellence in governance and strategic acumen.
- Strategic (and scenario) planning off-sites for numerous executive and senior teams in mid-size west-coast companies, with quarterly reviews to support ongoing implementation.
- Values Workouts for "Built on Values" companies to create alignment across the organization.
- Annual planning and team building retreats for private and non-profit boards.

To illustrate team development:

- Over 20 successful Senior Team interventions involving thorough (re-evaluation of composition and skill profile; strengthened relationships with the Board and external stakeholders; powerful mutual accountability; improved group dynamics; complex conflict resolution.
- Recently supported the evolution “from senior group to high performing team” (sometimes dispersed) in three consumer product companies improving bottom-line performance over two years. Continue helping them maintain their disciplined processes during changes in business scope and in team composition.

As a Leadership Development program designer, some of her engagements have included:

- Designed and delivered Multi-Cultural Conversational Intelligence programs for senior groups seeking to develop a global mindset.
- 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 two-year leadership program for the top 75 executives of a major global bank, impacting succession and growth strategies.
- Ongoing faculty roles in global leadership programs for Novartis, Coca-Cola, Citi, Dell, Roche, Gilead and others.

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 Dir., 1983-1985
- First Interstate Bank: AVP, then VP and IPB Country Head for Mexico, 1985-1992
- Bankers Trust: VP and IPB California Office Dir., 1992-1995

Her clients have included:

- AltaMed 2009-2018
- Bank of America 2008-2009
- Banco Santander 2005-2008
- Catholic Healthcare West 2010-2011
- Contract Services 2017-present
- The Coca Cola Company 2005-2006
- ConAgra 2005-2006
- Citi 2006-2007
- Coors 2000
- CBS Paramount 2007-2011
- Dell 2009

- Deloitte & Touche 1999-2009
- DineEquity 2009-2011
- East West Bank 2006-2009
- ITRON 2017-present
- Kraft 2012-2013
- KPMG 2005-2006
- Los Alamos Natl. Bank 2013- present
- Lovelace Heath Systems 2011-2012
- Mercer 2012
- MGM 2001
- Mead Johnson 2015
- Nantworks 2016-2017
- National Australia Bank 2009
- Novartis 2000-2014
- Nissan Mexico 2007-2009
- Paciolan 1999-2008
- Raytheon 2004-2008
- Saatchi & Saatchi 2009-2010
- Shell 2016-present
- Sony Pictures and Electronics 1999-2001
- Symantec 2008-2011
- Roche Mexico 2009-2015
- Toshiba Canon Medical Sys 2011-2017
- 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:

- CEO, Chairman and board members of billion dollar entertainment/gaming company
- 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 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:

- Senior Team and Board dynamics
- 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:

- Currently Director on the Board of Aircastle LLC, a billion dollar NYSE-traded company
- 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), Workplace Motivators (TTI), Learning Styles, Leadership Practices Inventory, Thomas Kilman Conflict Mode Instrument, Conflict Dynamics Profile, Hay ECI 360, Benchmarks (CCL) 360, Compass 360, Lominger Voices.

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. Her contributions were published in the 2008 Pfeiffer Annual: Leadership Development. 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 book of organizational coaching strategies and practices, "coachbook" appeared in 2011.