

Loida Noriega-Wilson, MHRM

Loida Noriega-Wilson has been president of her own leadership development consulting company for ten years. She has worked for more than 30 years in domestic and international business and management, guiding individuals, teams and corporations to seek innovative ways to fully develop their business potential. “Linking the business strategies of an organization to the performance of their people is critical to our approach.”



Loida was voted Business Leader of the Year for 2001, for Middlesex County, New Jersey. She has served as Chair of the Middlesex County Workforce Investment Board, Department of Labor for the State of New Jersey.

She holds a Masters Degree from Rutgers University specializing in Business and Human Resources Management and graduated with high honors from the University of South Florida in Political Science. She has served as an adjunct professor at the Russ Berrie Institute at the Cotsakos College of Business, William Patterson University, New Jersey.

Loida is fluent in her native language, Spanish, and is very involved in the historic community in which she lives with her family.

Key Highlights:

- Loida’s training with the Integro Leadership Institute has given her a format which insures all aspects of leadership are addressed. The work of Dr. Ralph Colby, Dr. William Marston, Dr. William Glasser, Institute for Reality Therapy, Canoga Park, Ca. and Noel Tichy, University of Michigan Business School all figure prominently in her experiences in Leadership Development. Numerous managers have progressed to senior level positions while working with Loida on their leadership development.
- Loida’s work blends building trust, coaching and counseling skills, and increasing engagement and commitment among employees with developing high performing teams and sharing leadership roles. These personal skills mixed with corporate strategic initiatives have proven highly successful for her clients. Supporting leaders to leverage best practices and optimize activities that support the business strategy is a key foundational cornerstone.
- Loida provides guidance and feedback without removing managers from their day to day responsibilities, which accelerates their learning and development. Too many careers plateau because executives know where they want to go, they just don’t know how to get there. Loida helps them get there through

experienced one-on-one coaching. Loida's international and varied business background is the perfect fit for helping executives find the right solutions to get to the next level.

- Loida's coaching and training on employee engagement focuses on the degree to which individuals are clear about the desired outcomes of their role to:
 - grow and develop to new levels of success
 - identify and develop promotable talent
 - ensure diversity issues are brought to the table to clear cultural barriers
 - be called upon to use their abilities to the fullest
 - to clearly see their contributions as adding value
 - ensure customer satisfaction as a priority directly connected to employee engagement
- Much of Loida's work focuses on helping management teams build accountability at all levels in the organization. Loida believes that increasing engagement and commitment within the workplace is the foundation of high performing individuals. Focusing on accountability-based job design, employees take ownership for their positions. She has worked with Curt Coffman, author of the bestselling book, **First, Break All The Rules**; understanding employee engagement and its impact on companies.
- Because of her culturally diverse background and experiences, Loida offers practical solutions to overcoming communication, language, and cultural barriers for corporate professionals. Loida coaches culturally diverse teams in private settings or in small group training. Loida's vision for strategic planning in culturally diverse environments has led to expertise in building concepts into products and products into multi-million dollar businesses.
- Loida has built a strategic change management plan to maintain competitiveness in the business marketplace that includes timelines and measurements points. The challenges in dealing with change include all aspects of business, from daily process functions to the development of the management team.
- Loida's work with team building covers horizontal as well as vertical teams. She helps each member of a team learn to commit to the goal and the working relationships within the team. She focuses on helping team members understand how strongly the environment shapes behavior, and how cultural barriers may affect team effectiveness. The focus of optimizing the competitive advantage of each client is always in the forefront.
- Loida's approach is a combination of interactively engaging teams to understand how models, case studies and theory all impact their team's success. She has experience with senior teams, middle management teams and teams within specific departments. Team building work incorporates the research

documented by Leigh Thompson of the Kellogg Graduate School of Management, Jon Katzenbach, and Dr. Jean Phillips of Rutgers University, NJ.

- In the area of conflict management, Loida's experience has been communication skill set based teaching. Her experience within departments or cross-departmental levels has included customer relations/customer service. Conflict resolution is almost always covered in all teambuilding, change management, and leadership development initiatives.

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

- Loida has held senior executive positions in sales and marketing for such multi-billion dollar companies as:
 - Spiegel USA, Divisional Manager 1978-1988
 - Together Ltd., London Otto-Versand 1988-1992
VP International Sales and Marketing
 - Montgomery Ward, VP Merchandising 1992-1995
 - Brylane USA, Pinault-Printemps-Redoute, France 1995-1999
VP and General Manager
- As president of an independent consulting firm from 2000 to present, below is a sample of Loida's coaching clients:
 - AIS Fund Administration 2009-Present
 - Alcoa 2004-Present
 - Arvato Digital Services 2000-Present
 - Bertelsmann Industries 2000-Present
 - Deloitte Touche 2002-2004
 - Google 2007-2009
 - IIE, Institute of International Education 2005-2008
 - Jewish Home Care 2010
 - Joule Staffing Services 2000-Present
 - KPP Brazil 2007-2009
 - Michigan Farm Bureau 2004-Present
 - Microsoft Contract Client 2001-Present
 - Siemens Diagnostics Spain 2010
 - Shell Oil 2002-2004
 - Telecom Egypt 2005-2008
 - The Gabriel Institute 2000-Present
 - Tequila Patron, Mexico 2004-2005
 - Terumo, USA 2010
 - USAID 2005-2008

Geographies I've Worked In:

- Loida has worked in England, Spain, Germany, Italy, Switzerland, Sweden, Egypt, Hong Kong, Japan, Sri Lanka, Taiwan, Singapore, India, Canada, China, Brazil, Mexico, and in the United States. She has also worked in Hindu and Muslim communities in India for over 10 years. Cultural diversity comes naturally to her.

Leader Positions I've Coached:

- C-level leaders
- Vice Presidents
- Directors
- Operations Managers for large manufacturing facilities (600+ employees)
- Mid-Level Managers

Business/Talent Challenges I've Helped Leaders Solve:

- Leadership Development and Effectiveness in Current Positions and to Reach Higher Levels
- Aligning Leadership Styles with Strategic Objectives
- Effective Listening
- Retaining Winning Talent
- Building Strong Interviewing Skills (Hiring Talent Process)
- Essential Skills of Communication/Communication Styles
- Conflict Resolution
- Transforming Performance in the Workplace
- Performance Management
- Leadership and the Documentation Process
- Effective Delegation
- Change Management
- Cultural Diversity
- Sexual Harassment Issues
- Managing Team Excellence
- Developing Goals and Standards
- Managing Conflicting Points of View
- Defining, Planning and Executing Strategy
- Leading Successful Projects
- Providing Performance Coaching
- Solving Workplace Problems
- Effective Discipline
- Learning Behavioral Styles to help communication skills, gain competitive advantage, improve customer satisfaction.

Leadership Experience:

- Leadership Development Track: Loida designed and developed a three-year program for Leadership Development for 350 managers from entry through Director and VP levels. Courses such as Hiring, Retaining and Rewarding Winning Talent, Courageous Conversations, Managing Conflict, and Leading Successful Projects, 360 Degree Feedback and Transforming Performance.
- Co-authored a program with Jon Goldstein, labor relations and negotiations expert titled, Courageous Conversations. This program focus on teaching people how to have those difficult conversations no one wants to have in the workplace.
- Egypt: Consultant for a Leadership Development Program for Telecom Egypt, designing, developing, and training for a program in Cairo and in the United States for 200+ high potential management candidates over 3 years. This program included feedback and direct development coaching for each participant individually.
- Executive Coaching: For over 25 years Loida has used her international business experience to help executives at all levels achieve their goals through professional development. Each coaching situation is as unique as the executive being coached and is tailored to meet the specific requirements of the executive and strategic corporate objectives.