

Gorana Sandric (Croatia, living in Switzerland)



Gorana has more than 20 years of experience in senior Human Resources, Leadership and Organization development roles in international manufacturing and FMCG corporations, both at European and Global levels. Her strength is linking people and organization strategies with the business challenges, creating impactful interventions that support leaders and organizations to achieve their business objectives. She also has a consolidated experience in organizational transformation during M&A projects, design of HR models and change management. Gorana transformed her career to becoming an entrepreneur, acting as an executive coach and leadership development consultant. Her clients benefit from her professional background as an executive and from her experience in leading diverse and remote teams, complex matrix organizations and the management of internal and external stakeholders.

Her coaching methodology is based on applying a 'system psychodynamic' approach. She has been coaching a variety of clients who were experiencing uncertainty for the rapid and often unpredictable changes in the business context, facing the need of mobilizing the organization and ensuring achievement. In her role as a coach, Gorana focuses on helping leaders "hear their voice" and support them in their transition towards high and sustainable performance, boosting their leadership and influencing skills.

Gorana's clients are individual executives and corporations in a diverse range of industries including scale-ups. She holds Master degree in Economics, is qualified as Organizational Development practitioner at NTL Institute (UK), holds Coaching Certificate at INSEAD (Fontainebleau, France), is Forbes Coach and upskilled her leadership through various Leadership and Management executive programs at IMD (Lausanne, Switzerland). Gorana has several published articles on the topics of Leadership development and Talent strategy impact, regularly lectures Talent or HR modules in the MBAs programs (Czech Republic and France) and is key note speaker or chairwomen on international conferences in HR, Talent and Leadership development.

"In an increasingly dynamic and changing environment, the complexity of the leadership role has dramatically increased. My role as a coach is to help leaders tap into their potential to continuously challenge themselves, learn, achieve high results and successfully lead."