

Alexandra Cotirta Gruicin

Profil M Project Partner

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Languages
Romanian, English

www.profil-m.de

PROFIL M

It‘s OK to stop and think.

I’m an experienced management consultant, trainer, and coach with over a decade of working in different consulting roles and projects. With a strong background in psychology, I specialize in solution-focused coaching and transactional analysis, helping individuals and organizations overcome challenges and reach their full potential.

I’m passionate about finding creative, practical solutions tailored to each client’s needs. Over the years, I’ve partnered with leaders, teams, and professionals across various industries to drive growth, innovation, and lasting change. Whether it’s leadership development, process optimization, or organizational development, I focus on delivering real, measurable results.

My most challenging projects have had the most satisfying outcomes, and my customers always appreciate the creativity and motivation I bring to the table.

My expertise for you

- Design and implementation of Leadership Development programs, for newly appointed leaders, mid-level and senior managers, project managers and team developers, from responsive to highly hierarchical organisations.
- Psychometric assessments for leadership skills, team dynamics, personality and social competencies.
- Facilitation of team and large-group workshops on strategy, change & transformation, design thinking, process optimisation.
- Graphic facilitation for team events, workshops, training sessions and process analysis.

Special skills

- Organisational and Occupational Health Psychology, Recruiting and Selection, People Development (West University of Timisoara, Romania, and over 5 years practical experience in HR)
- Lean Six Sigma Green Belt certification (IASSC) and coordination of Six Sigma project managers
- Transactional Analysis in Psychotherapy and Organisations (EATA & ITAA)
- Kata Coaching for Improvement (Lean Partners) & 5S Best in Class implementation (Kaizen Institute)
- Working with Gender Diversity, D&I

Selected customers

- Continental Automotive
- Aptiv Technology Services & Solutions
- HS Timber Group
- Strabag
- Virtual7
- Arrk Research & Development
- Vitesco-Schaeffler
- National University of Science and Technology POLITEHNICA Bucharest
- Identity.Education Association
- European Academy of Innovation (Erasmus+ trainings)

Selected publications

- *Perceived urban quality of life in Timișoara's districts*, Romanian Journal of Applied Psychology (2016)
- *The Blame Game* – tool for facilitating workshops, based on the framework of Amy C. Edmondson, author of Right Kind of Wrong: The Science of Failing Well
- *Think Twice - Shift perspectives and master New Ways of Thinking. One bias at a time.* – stress management & leadership tool exploring cognitive biases and reframing strategies.
- *'Lead, Innovate, Transform'* Newsletter (bimonthly articles on leadership & management topics)