

Regina Martins

Profil M Project Partner

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Languages

Portuguese, English, Spanish

www.profil-m.de

PROFIL M

"Consistency and trust"

My focus on customers makes the difference to deliver the best to them. Putting the **clients at the center** and offering **high quality standards** fosters a positive relationship, creating trust and confidence in my work.

I am **flexible to adapt** to new situations and look for solutions in order to meet customer needs which in general promotes **loyalty and credibility**.

Excellence is one of my targets. I am committed to delivering consistent, high-quality work, with the aim of **developing people**, strengthening their self-awareness and reflection.

Throughout my career I have been recognized for my demeanor and **conceptual depth**.

Acting as an assessor, I can open new possibilities and opportunities to support the career growth of the candidates, offer feedback to amplify strengths and reduce barriers to development.

Coaching and orientation are significant characteristics of my working style.

My expertise for you

- Competences Model building
- Focus group conduction with top team
- Assessment center coordination – potential identification
- Executive individual assessments
- Executive Coaching
- Consultants training and preparation – for potential assessment
- Workshops for Executives training in competencies and potential assessment
- People Management professor at Executive MBA – Advertising and Marketing School

Special skills

- PhD Social Science
- M. Sc. Administration
- Certified – Hogan
- Certified – Birkman
- Certified – Wave – SHL
- Neurocoaching – Fellipelli

Selected customers

- United Health Group
- Bayer
- Danone
- Mercer
- Optum
- Audi

Selected publications

- BOOK: Executive women – gender, patriarchy and culture - 2022
- ARTICLE: Scenarios Building and Learning Organizations, Revista Estudos UNISANTA, v.1 2000
- ARTICLE: The Social Responsibility of Organizational and Marketing Social Awareness: New Trends and the Construction of a New Paradigm, ESPM Communication and Marketing Congress Proceedings 2005
- ARTICLE: Power and Leadership, contributions from Machiavel, Gramsci, Hayek and Foucault, ENAMPAD Congress Proceedings 2007