

Francisco Serrano Baptista

Leadership Development Expert & Executive Coach across Industries with International Experience.

PROFILE

- **People Advisory:** Diagnosing strengths and opportunities across L&D related to business transformation needs.
- **Project/Program Management:** Delivering L&D Programs, achieving 30% improvement in ROI and reducing Sales cycle times by 25%. Enhancing learning event experiences, resulting in a 40% increase in participant satisfaction and a 35% uplift in learning application rates.
- **Learning Experience Design:** Orchestrating Subject Matter Experts and external Vendors to align learning experience content with learners' needs, maintaining an NPS of 4.5 and above.
- **Learning Experience Facilitation:** Creating and facilitating the roll-out of corporate learning and development initiatives with a blended learning approach, mixing e-learning with peer learning and experiential learning.
- **Personalised Development:** Conducting over 40 individual 360° Leadership Circle debriefs and Leadership Development Plans and coaching, improving leadership effectiveness by an average of 20%.

EXPERIENCE

Master Coach, Sole Proprietorship, Switzerland – 2017-Present

In this role I coach senior executives (CxO, SVP, VP) in *Energy, Banking, Pharma, Luxury, FMCG*, and *SaaS*, on topics such as:-

- change management
- coaching the leadership team to high performance
- navigating the next career steps,
- getting mentally prepared for taking on bigger roles,
- communicating bad news or balancing with a positive outlook
- dealing with a difficult peer,
- or dealing with the inner critic at high stakes presentations.

Faculty, Centre for Coaching, EMEA – 2024-Present

In this role, I train and coach senior leadership teams in adapting their leadership culture to new strategic imperatives and values.

Sales Enablement EMEA, Revalize – 2022–2024

My main goal at Revalize was to align the EMEA Sales Organisation with Product, Marketing and Customer Success:

1. Raising the awareness that closing the silos would shorten sales cycles, improve forecasts and closing metrics
2. Closing the gaps in Sales AE onboarding
3. Coaching Senior AE's to increase their sales skills maturity levels
4. Bridging the divides between the various international departments.

Customer Success Enablement, Frontify, Switzerland – 2021–2022

At Frontify my expertise served to align the Customer Success Team with the rest of the organisation:

1. Closing the gaps in the Customer Success team for both new and seasoned individual contributors in terms of sales skills (upselling and cross selling) as well as product skills.
2. Coaching Team Leaders in giving Feedback, Communications, and Self-Leadership.

Faculty, Co-Active Coaching, EMEA – 2017–2018

As Faculty, I trained Line Managers and Executives in giving Feedback, Communications and Leadership skills.

Program Director, Nestlé, 2003–2016

As a Program Director in the GLOBE NCE Program, I headed the implementation of Continuous Excellence methods and mindsets into the IT Organisation.

CONTACT

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