

Prof. Ginevra Musicco

PhD in Economics and International Business Management
Undergraduate Degree in Modern Languages
Expert in Executive Coaching PCC, Soft Skills,
Talent Development and Leadership
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PROFESSIONAL PROFILE:

Ginevra Musicco completed a **Doctoral degree in Economics and International Business Management** at Universidad Antonio de Nebrija and also has a **Master's degree in Business Creation and Management** and an undergraduate degree in **Modern Languages** (5 languages) from Universidad Complutense de Madrid. She is an **Executive PCC Coach**, an expert in **Soft Skills, Talent Development and Leadership**, and a **Senior Human Resources Consultant**. In addition, she teaches other coaches and executives in her skill areas and is a university professor and head of the International Relations department at Universidad Antonio de Nebrija.

Of both Italian and Spanish nationality, Ginevra lived in Milan until the age of 15. At that time she moved to Madrid, where she later obtained an undergraduate degree in Modern Languages from Universidad Complutense. She completed a post-graduate course in **Creation and Management of Companies** and then a PhD in **Economics and International Business Management** at Universidad Antonio de Nebrija. Her undergraduate degree required a supervised research project and she recently defended her **Doctoral thesis**, on the subject of **Talent, Leadership and Coaching in the Human Company**. Ginevra speaks **five languages**: she has two mother tongues, **Italian and Spanish**, an excellent command of **English** (Cambridge Certificate of Proficiency) and is also fluent in **French and German**. This by itself is a clear indicator of her enormous international inclination. For eight years she specialized in psychology, psychoanalysis and Gestalt theory. To complement her academic training, she did further studies in Institutional Relations and Protocol and in **2003 she was certified by the International Coach Federation (ICF) as an Executive Coach, in the first program to be offered in Spain**, at the **Institute of Coaching and at the European School of Coaching**. She currently works as a **Senior Human Resources Consultant, Executive Coach and Leadership expert** at Lee Hecht Harrison.

Ginevra's professional activity has taken place primarily in two different areas: one is the **academic sphere**, as a professor in Master's programs offered at institutions such as Cunef, as a teacher of Coaching and Management Skills, and at **Universidad Antonio de Nebrija**, where she is the head of **International Relations with Italy**. She has also been associated with **Universidad CEU** and **Universidad Alfonso X el Sabio**, where for five years she was: **head of the International Relations office; founder and head of the Department of Italian and founder and head of the Department of Coaching**; she has also taught at the Italian Institute of Culture (Madrid) and at Saint Louis University (Madrid campus). She has been a professor of **Leadership and Management Skills** at the **University of Genova (Italy)**, and at various **business schools** (Instituto de Empresa, Nebrija Business School, CEU Business School). She has also taught **Talent Development and Executive Intelligence as part of the CEU Master's program for Lawyers**.

Her other main area of activity is the corporate sphere. She has worked as the **Head of Communication and International Relations** in multinationals such as: **Disney, Buena Vista Internacional, Fiat Ibérica, Price Waterhouse, Create - Lee Hecht Harrison**.

COMPANIES for which she has worked as Executive Coach and Consultant: **Gas Natural Fenosa, Deutsche Bank, Mastercard, Ericsson, Mapfre, Telepizza, Volvo, Kraft, Cemex, T-Systems, Altadis, Grupo Leche Pascual, Indra, PMI Europe, Levis Strauss, ING Real Estate, Bridgestone, LG Electronics, Lenovo, American Express, American Nike, Swiss Re, Sage, Re-evolucionaria, Colomer, DUPONT Iberica, Group M, Marie Brizard, Agrolimen, BP, etc.**

PUBLICATIONS:

RUE: (Revista Universitaria Europea, Universidad Complutense de Madrid) "The New Coaching in Europe" Issue no. 19 – March 2014.

LA SALLE: Revista de la Universidad La Salle de Méjico, "El Coaching: conciliación de Vida Labora-Personal (WLB)" – abril 2015

CAPITAL HUMANO (Revista de RRHH): "El Coaching Organizativo como Herramienta para el Éxito en Política" – nº 310 Jun 2016

RUE: (Revista Universitaria Europea) "Las soft skills & coaching : motor de la Universidad en Europa" - N.º 29 2018

Ginevra Musicco is a Professional Certified Coach (PCC), por la Internacional Coach Federation **ICF**, the largest worldwide organization of professional coaches, and also of the most important association of this type in Spanish **AECOP** (Spanish Association of Coaching and Process Consulting), and of the **ICF Italia**. She has recently expanded her training as Mentor Coach.

HIGHLIGHTS:

International coordination (5 languages, vast experience and highly international spirit)

Leadership training (12 years of experience according to the new ICF requirements)

Coaching (for CEOs and university professors and students) on an individual, group or team basis

Training of trainers (specific experience and knowledge for this function)

Communication Skills and Image for CEOs

Management: specialization in Talent, Resilience, Time and Conflict Management

Professional Development, Talent and Emotional Intelligence and Business for Graduate students, tutors and universities Managers