



GENERAL PROFILE	
<i>Susanne Biro</i>	
Company Name:	GumballEnterprises
Residence Country	Canada
Languages	English
Contact Information	Email sbiro@gumballenterprises.com
	Website www.gumballenterprises.com
PROFILE DETAIL	
Education	Master of Arts, Applied Behavioral Science with Specialty in Coaching and Consulting in Organizations <i>The Leadership Institute of Seattle (LIOS) at Bastyr University</i> Diploma of Technology, Marketing Management <i>British Columbia Institute of Technology</i> Bachelor of Arts, Psychology <i>University of British Columbia</i>
Certifications	Certified Professional Co-Active Coach (CPCC), Certified in The Leadership Circle Profile 360, Manager Edition and Culture Survey. Also received my Certificate in Plant-Based Nutrition from the T. Colin Campbell Centre for Nutrition Studies through eCornell University



Areas of Expertise	Senior leadership coaching and any format (individual, group, live workshop or virtual webinar/workshop to teach coaching skills to leaders)
Industry(s)	I have coached thousands of leaders in Canada, Australia, the United States, and the United Kingdom, as well as in Asia, India, and the Middle East, all within a diverse range of industries, including: advertising, healthcare, technology, hospitality, financial, pharmaceutical, insurance, manufacturing, energy, airline, tourism, real estate, and mechanical and environmental engineering.
Audience Segment (EE, Mgr, Leader, Hi-Po)	C-suite and senior level leaders.
Years of Facilitation Experience	10 years
Years of Coaching Experience	16 years
Years of Consulting Experience	10 years
Years of Training Experience	NA
Years of Design Experience	10 years
Years of Data Analysis Experience	None
Assessment Tools	My preference is to use The Leadership Circle Profile 360. I am also certified in the Manager Edition and Culture Survey, as well as other tools like MBTI, Firo-B, TKI.
Other related experience	Marketing, branding, writing, co-designed a Leader as Coach two-day workshop and co-authored a corresponding book. Designing and delivering virtual coaching for groups and/or webinars. I love the virtual space and I LOVE writing. Forbes contributor: http://www.susannebiro.com/blog/ . I am the Corporate Initiatives and Strategic Engagement Director for Vegan Leaders in Corporate Management, a group of over 1300 senior level professionals in Fortune 500 companies globally: http://veganleaders.com/about-us/management/



Sample Clients	America Airlines, American Express, Bay Federal Credit Union, BC Lottery Corporation, Brooks Running, Calgary Health Region, Celgene, Eastman Chemical, Everbank, F5 Networks, Genentech, General Electric, Group Health, Hallmark Inc., Isobar Canada, Konica Minolta, KPMG, Masco, Mayo Clinic, Microsoft, New York & Company, New York Life Insurance, QualComm, salesforce.com, Samuel, Son & Co., Southco, St. Jude Medical, SunGard, Symantec, Teekay Shipping, T. Rowe Price, Xerox Canada, among others.
Level of Clients Coached	C-suite to newer managers. Best suited for C-suite and senior level leaders.
COACHING PROCESS	
Style	Human, friendly, approachable, funny, authentic, honest, direct, high expectations, strict, fiercely loving, results and outcome orientated. Retainer format to allow the most flexibility to connect with clients as often and frequently as is needed to best serve my client and the success outcomes sought.
Length of Sessions	Generally one hour
Other	Email correspondence, reading, and resources shared throughout an entire engagement. I am also extremely responsive, clients can access me at any time. All work is done via the phone. I do not use Skype or video. I always have clients call me (part of commitment process).
BIO	
<p>Susanne Biro is a confidant and coach to C-suite and executive level leaders. She is also an author, Forbes contributor, and vegan advocate.</p> <p>For over 16 years, Susanne has worked internationally with senior-level leaders in <u>some of the world's best companies</u>. Whether coaching one-on-one or authoring, designing, and delivering coaching programs, her passion is the same: to help leaders reach their next level of personal, professional, and leadership mastery. Susanne's talent is to identify the key levers within an individual or within an organizational system, so that by changing one thing, leaders can create a cascade of positive impacts. The result: her clients obtain greater self-</p>	



knowledge and advanced self-mastery, which translates into greater leadership effectiveness and concrete business results.

Susanne is the co-author of the book *Unleashed! Leader as Coach* and the corresponding Leader as Coach workshop, a program which has been adopted by world-class organizations like General Electric, American Express, and the Mayo Clinic. She is a [Forbes contributor](#) and the strategic engagement and corporate initiatives director of [Vegan Leaders in Corporate Management](#).

“Susanne is one of the best coaches that I’ve had the experience to work with. The workshop was so successful and in such high demand by our management employees that we offered it several times. Her positive influence over members of our leadership team was significant. She was sought out to provide individualized coaching by my peers and the results were exceptional. She has the unique ability to seamlessly combine warmth, accountability, trust, and integrity. She digs deep with her clients—whether in a group setting or individually—by establishing a high level of trust and credibility with them. Susanne always has their best interests in mind, creating an environment that invites vulnerability and deep self-reflection. She is committed to and successful at helping her clients strive to be their best selves.”

—Mark Hoffman, VP, Human Resources, Stratasys Direct Manufacturing (formerly VP, Human Resources, St. Jude Medical)