



Sonia González

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Biography

As a Coach and Facilitator, Sonia brings the best out of people by focusing on their natural strengths, while cultivating transformational insights and motivation so they can achieve their most important goals. Sonia's coaching style is conversational and easy-going, while following a structured process that results in powerful self-discovery. Your sessions with Sonia will be an optimal soundboard to test your ideas and engage with a coach who has extensive corporate experience. Senior leaders may be pleasantly surprised by Sonia's candor, who won't hesitate to be direct and decisive when needed. She is confident, charismatic, and thorough; and committed to supporting her clients to develop the mindset and skills needed to achieve their potential.

Sonia has 17 years of experience in the corporate world and ten years of experience as an Executive Coach and Facilitator. Throughout her corporate and coaching career, Sonia had primed and developed business acumen in the Fast-Moving Consumer Goods (FMCG), Technology, Healthcare, Pharmaceutical, Banking, Food Retail, Beer & Wine, Utilities, Oil & Gas, and Mining industries. As an eager learner, she is constantly expanding her knowledge to be on the edge of the coaching industry. Currently based in Toronto, she held positions in Fortune 500 companies in Bogotá, Sao Paulo, and New York. Sonia successfully led teams in local, regional, and global positions, where she faced challenges common to current corporate leaders. Sonia has extensive cross-cultural coaching and on-the-job experience, helping clients successfully bridge the gaps in the Diversity, Equity, and Inclusion (DEI) space.

For +16 years Sonia held local and regional positions in Human Resources and Global Corporate Audit, primarily in the Fast-Moving Consumer Goods and in the Technology & Telecommunications sectors.

Her job as HR Business Partner exposed her to Marketing, Supply Chain, Finance and Sales functions locally and regionally. As a Member of the Global Corporate Audit team, she audited brands, production plants and HR global corporate programs in the United States, United Kingdom, India, Brazil, South Africa, Mexico, Argentina and the Andean Region. She uses these years of corporate experience and her training in coaching and facilitating to help executives and organizations thrive.

Having previously lived in New York, Bogota, Sao Paulo and Tel Aviv, Sonia currently lives in Toronto with her husband Leo (an entrepreneur and former investment banker), and their two children Emiliano and Antonio. Sonia speaks Spanish, English, and basic Portuguese.

CERTIFICATIONS

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