

ALFREDO GONZALEZ

Developing Executive Communicators Across Latin America

Executive Communication | High Performance Coaching | Leadership Development

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EXECUTIVE PROFILE

Executive coach who transformed his own severe stuttering into a career helping leaders communicate with confidence.

Executive communication consultant and leadership coach with 15+ years of experience coaching executives, entrepreneurs and senior leaders across Latin America to communicate with clarity, confidence and influence.

Experienced leading multinational executive development initiatives, cross-sector partnerships, and leadership programs throughout Latin America and Spain. Passionate about connecting people, ideas, and resources to accelerate social impact. Known for transforming technical experts and senior leaders into confident, influential communicators through evidence-based coaching, executive facilitation, and experiential learning.

CORE EXPERTISE

Executive Communication • Executive Presence • Executive Coaching • Leadership Facilitation • High-Stakes Communication • Stakeholder Influence • Strategic Storytelling • Presentation Coaching Leadership Development • Organizational Effectiveness • Change Leadership • C-Suite Coaching

IMPACT DASHBOARD

13 Years of Regional Leadership	10 Countries Expanded & Served	40+ Strategic Partnerships Built
5,000+ Professionals Reached	300+ Executives & Leaders Coached	50+ Organizations Served
250+ Workshops & Keynotes Delivered	20+ Leadership Programs Designed	150+ TV & Radio Interviews

Selected Impact: Strategic Relationship & Community Engagement Leader

- Expanded leadership initiatives into 10 countries
- Built 40+ strategic partnerships
- Facilitated 250+ executive workshops

- Coached 300+ executives and entrepreneurs
- Reached audiences of 5,000+
- Designed 20+ leadership development programs
- 150+ TV & Radio Interviews

Project & Program Management

- Planned and executed over **250 leadership workshops, conferences, and executive sessions.**
- Coordinated logistics across international teams and external partners.
- Managed simultaneous leadership development projects across multiple countries.
- Oversaw program timelines, stakeholder communications, and implementation activities.

Webinar coordination - Online communities - Zoom facilitation - Public communications –
Email campaigns - Event promotion

PROFESSIONAL EXPERIENCE

The McGuire Programme | *Latin America & Spain*

2013 – Present

Regional Director

- Championed international regional expansion across 10 countries (Spain, Chile, Colombia, Peru, Argentina, Paraguay, Ecuador, Costa Rica, Bolivia, and Guatemala), establishing sustainable local leadership networks and long-term organizational capacity throughout Latin America and Spain.
- Coached and mentored 2,000+ McGuire participants alongside 300+ entrepreneurs and corporate executives.
- Designed and facilitated executive communication and leadership development programs that enabled executives, entrepreneurs, and professionals to strengthen executive presence, influence stakeholders, and communicate effectively in high-impact business environments.

Intedya | *Torreon, Coahuila, Mexico*

2023 – Present

Operations & Business Development Lead

- Direct comprehensive office operations, driving business development, risk management, and strengthening organizational effectiveness.
- Lead cross-functional teams to deliver specialized consulting and compliance solutions, aligning local deliverables with global corporate benchmarks.
- Manage senior stakeholder relationships, identifying organizational inefficiencies and deploying strategic interventions to optimize client performance.

ElleaderTech | *Salt Lake City, Utah - Remote*

2020 – 2025

Operations & Business Development Lead

- Spearheaded business development strategies, driving sustainable B2B revenue growth and establishing key market footprints.

- Architected and deployed 10+ proprietary leadership programs and delivered 250+ high-impact workshops and conferences, directly engaging over 5,000 professionals globally.
- Cultivated 40+ high-value strategic partnerships and secured 50+ corporate clients, significantly accelerating market penetration and corporate brand impact.
- Collaborated with directing leadership to align technical product offerings with enterprise client needs, enhancing the consultative sales lifecycle and onboarding efficiency.

EDUCATION

Master of Science in Organizational Psychology | USI University, 2023

International Business Studies (Minor) | DHBW Mosbach, Germany 2010

B.S. in Industrial & Systems Engineering | Monterrey Tech University, 2010

CERTIFICATIONS

Certified Master Coach Trainer & Certified Professional Coach (CPC) • Certified McGuire Instructor • Certified Business Consultant • Certified eLeaderTech Coach and Master Facilitator • Certified Marshall Goldsmith's Stakeholders Centered Coach • Certified NPL Coach