



Author of the book: Jugando a ganar con Coaching Organizacional Interno

CONTACT



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ABOUT ME

I am a social innovator, psychologist, coach, mentor, lover of people and cultural transformation. The Venezuelan oil industry was my school, there I started in Human Resources, went through Business Planning and ended up in the PDVSA Centers of Excellence. Upon leaving the Venezuelan oil industry, I founded my consulting firm, had various clients and taught at universities. In 2007 Repsol hired me to work in Spain, where I delved into the accelerated development of skills, innovation, Coaching and Mentoring, as levers for cultural transformation, which is my passion.

In these processes I have accompanied more than 300 teams and more than 2,500 leaders, through internal and external coaching networks, with extraordinary results.

Zaida M. Brazón Borges

COACHING & MENTORING

WORK EXPERIENCE - SPAIN

inZaiT | CEO Owner

2023 - Currently

Founder of the consulting firm inZaiT, specialized in accompanying Cultural Transformation processes in organizations. Values: Innovation, integrity, integration, Quality and Love,

REPSOL, S.A.I Manager of Coaching and Mentoring Programs - Transformation, Culture and Talent Directorate,

2018 - 2022

Creation of the Leadership Mentoring Program, including managers as mentors of key talent. Massive deployment of the Program within the company. We manage Mentoring & Coaching as accelerated development programs for Cultural Transformation,

REPSOL, S.A.I Manager of Culture Development Programs - Culture and Talent Directorate.

2013 - 2017

Design of internal coach certification programs with the purpose of developing behaviors associated with corporate values in key talent: Directors, leaders and teams. International certification agreements for 90 coaches in America, Europe and Asia. Attention offered to more than 2,500 leaders.

REPSOL, S.A.I Cultural Change Manager - Innovation Directorate

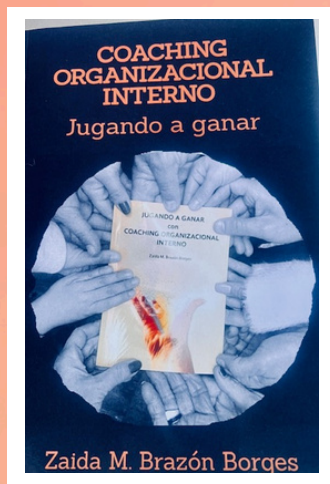
2012 - 2013

Design of a model to accompany cultural change for innovation. Pilot development, measurement of impact on behavior change and deployment design through the certification of internal coaches, aligned with a purpose of cultural transformation.

REPSOL, Exploration | Competencies and Knowledge Management Manager - Operations Quality Management

2007 - 2011

Expert in skills management. Design of the skills management model for the Exploration and Production business, as well as measurement, validation of gaps and design of the training itinerary to close gaps. Teamwork with 10 technical mentors from key areas of knowledge (worldwide).



Zaida M. Brazón Borges

COACHING & MENTORING

WORK EXPERIENCE-VENEZUELA

Apertura Desarrollo Humano | General Manager

2006 - 2007

Responsible for the design of services for different clients in matters of leadership and cultural change. Energy, pharmaceutical, educational and hospitality sectors. ,

HOLOS Center for Human Development | Training Director.

2003 - 2005

Management of service quality, detection of customer needs and training designs to accompany business challenges.

Petróleos de Venezuela (PDVSA) | Technical Skills

Development Leader Lagunillas District - Western Division.

2002 - 2003

Responsible for the Selection, Training and Skills Development processes, for the key talent required by the Exploration and Production business. Teamwork with technical mentors from the Lagunillas District Center of Excellence.

Petróleos de Venezuela (PDVSA) | Quality Advisor in Business Planning - Western Division

1998- 2002

Coordinator of the Production Homologation process, identification of best practices and their standardization under the ISO-9001 standard. Integration of 12 exploitation units with the same work methodology. Management of more than 200 experts for 3 years.

Petróleos de Venezuela (PDVSA) | Talent Acquisition Leader of PDVSA West - Human Resources

1997- 1998

After the integration of subsidiaries of Petróleos de Venezuela in 1997, he led the Capture position. I held that position at Lagoven, S.A., where I began my career in 1987.

ACADEMIC EXPERIENCE

Simón Bolívar University (USB) | Diploma in Human Reliability- Professor of the module: "Planning and human talent management indicators" 2006 - 2007
Rafael Bellosó Chacín University (URBE) | Diploma in Management Leadership - Teacher of the modules: "Personal Leadership", "Ethics and Social Responsibility" and "Coaching". 2005 - 2007

EDUCATION

Master Digital Transformation / The Valley Business School, Spain
2022/2023

Master in Personal and Executive Coaching / Camilo José Cela University, Spain 2009/2010

Psycholinguistics Facilitator / University of Zulia, Venezuela
2004/2005

Specialist in Research Methodology - Post Graduate / Rafael Urdaneta University, Venezuela 1990/1992

Industrial Psychologist / Rafael Urdaneta University, Venezuela - 1987

CERTIFICATIONS

Systemic Cultural Transformation: : Transform Action Academy - Endorsed by Barrett Value Center -2023. Spain

Team Coach-: ANSE and Repsol Alain Cardon Systemic Model 2013-14. Spain

Cultural Transformational Tool : : Transform Action Academy - Avalado por Barrett Value Center -2012 . España

International Coach - Lambert - International Coaching Community (ICC) -Joseph O'Connor 2007 . Venezuela

Internal auditor ISO9001 - Asociación Francesa de Normalización (AFNOR) 1999 - Venezuela