



PATRICIA MATACHANA

COACH ACC
MENTOR
CONSULTANT FOR FOUNDATIONS
FAMILY BUSINESS

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Education

Patricia holds a bachelor's in communication sciences, specialized in Advertising by the Universidad Autónoma de Barcelona. She has a postgraduate program in Leadership and Social Innovation by ESADE Business School and has a postgraduate program in Marketing by the Universidad Católica de BBAA, Argentina. What is more, she is certified in Digital Marketing in SMEs by ISDI as well as in High performance teams by Adizes Institute Worldwide.

On the other hand, Patricia is a personal and life coach by the International Coach Federation; practitioner of NLP (neuro linguistic programming) by D'Arte Human Business school and is an expert in emotions by the Escuela Europea de Coaching (ECC).

In closing, Patricia studied the career of at the Academia Marshall of Barcelona.

Professional experience

She started her career path working in areas of marketing, advertising and media communications in Publiespaña, Telecinco. followed by a six year recess where she lived in six different cities: Bogotá, Buenos Aires, New York, London, Barcelona and Madrid where she adapted and got cultivated by the different cultures.

Since 2004, when she finally settled in Madrid, she redirected her career towards the NGO's field, where she focused in professionalizing and managing different Foundations, most of them of specialized in childhood. These years she has had different Managing positions: Deputy for Theodora Foundation; Marketing Manager for Children's Surgery Foundation in London and General Manager for Fundación Juntos Sumamos.

Currently, she is an independent consultant for Fundación El Sueño de Vicky helping them with the strategy and advises Asociación Reconecta Conductas, activity she combines working as a Professional & Life coach and mentor guiding and accompanying people to achieve their aims.

Professional and Academic Affiliations

- Adizes Institute Worldwide
- Associate Member in Huete&Co

Business Collaborations

Fundación Theodora, Fundación el Sueño de Vicky, Fundación Juntos Sumamos. Educar es todo, Johnson & Johnson, Fundación Stavros Niarchos, Banco Santander, Grupo Seat VW

Boards and Management Positions

Member of the Advisory Committee of Fundación [A] Arte.
General Manager Fundación Juntos Sumamos, Madrid.
Marketing Manager Children´s Surgery Foundation, London.
Deputy Manager for Fundación Theodora, Madrid.

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