

# The Preston Associates

EXECUTIVE COACHING SPECIALISTS

**MAURO SCHNAIDMAN**  
EXECUTIVE COACH

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Mauro has more than 30 years' experience as a Global CEO, President and Senior Leader across multiple geographies including Latin America, Europe and the United States. He is known for achieving exceptional business results by building extraordinary teams and fostering a high-performance culture. Mauro now coaches senior leaders and teams in authentic leadership, high performance, growth strategy, business processes and business transformation.

## Experience

Mauro is the former Global CEO of Jafra Cosmetics International, a leading beauty company based in the US and operating in 18 countries. As CEO he led a full business transformation, relaunching and upgrading the brand, boosting Innovation, streamlining operations and creating and implementing a digital strategy. Prior to this, he was President of Sara Lee in Europe where, during his tenure, the company doubled its revenues and profits, becoming market leaders in different product categories. Mauro has also worked in senior leadership positions for Unilever, Pepsico, Revlon and AOL and been a Board Member of several international companies, including Tupperware Brands, WeareKnitters, Anisa International, and Hinode Group.

Mauro has coached more than a hundred high impact CEOs, Entrepreneurs and Founders of private and public companies across the globe. His extensive business background means he understands the complexity of what it takes to build a significant and sustainable business, especially within the current challenging and disruptive environment. He supports leaders to unlock their potential, lead effectively and deal with a multitude of challenges to achieve their objectives and win. Mauro also helps organizations and leaders to find their purpose and make a positive impact in the world.

Mauro is currently a Board Member of Exito Instituto de Empreendedorismo, a non-profit that fosters entrepreneurship amongst low-income students in Brazil. He enjoys writing and is the author of the book, "Who said you can't change the world? Building a career with purpose".

Mauro has two children and lives in Miami and New York with his wife.

## Education, Qualifications, Professional Memberships

- BS – Engineering, Maua University
- Intensive Senior Leadership Program - IMD
- Executive Development Program for CEOs - Wharton School
- Columbia Coaching program
- Currently completing a Masters in Psychology, Harvard Extension School
- Member of YPO (Young Presidents Organization)