

CHRISTINA ALEXANDROU

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PROFILE

ICF PCC and EMCC Senior Practitioner Executive Coach, strategic partner to senior leaders on transformation, legacy building and enterprise leadership. Through my work, I enable executives to navigate complex change with clarity, communicate with conviction and cultivate lasting impact. My coaching integrates mindset, self-awareness, emotional intelligence and practical leadership strategies, so leaders strengthen their mental fitness, elevate their influence and embed behaviors that endure.

Focus areas

- Transformation leadership, vision to operating cadence, stakeholder alignment, decision quality, change adoption
- Legacy building, values into practice, leadership brand, succession readiness, culture stewardship
- Executive presence and communication, concise messaging, influential storytelling, crucial conversations, Board and C suite engagement
- Strategic thinking and prioritization, long-term intent into near term outcomes, focus, tradeoffs, accountability
- Resilience and mental fitness, cognitive agility, stress mastery, sustainable performance habits
- People leadership, high trust relationships, coaching leaders of leaders, talent cultivation and team cohesion

Coaching approach

Empathic, effective, supportive and non-judgmental, paired with rigorous outcomes. I blend reflective inquiry with evidence informed tools, translate insight into simple routines and build momentum through practice, feedback and iteration. Sessions are tailored to enterprise context, cultural nuance and stakeholder expectations.

Who I partner with

C suite and senior functional leaders, transformation and change owners, high potential leaders preparing for broader enterprise scope, leaders in scaling startups and global enterprises

Executive credibility

Current BetterUp Lead Coach, Premier Fellow Coach, extensive 1 to 1 executive coaching with senior leaders. Senior banking leader in a regulated enterprise, I have led critical functions, coached managers of managers and governed risk, transformation and culture with a values based, ethical standard.

EXECUTIVE COACHING EXPERIENCE

EXECUTIVE, LEADERSHIP AND CAREER COACH

NOVEMBER 2018 - PRESENT

MORE THAN 2000 HOURS OF INTERNAL (TEAM COACHING) AND EXTERNAL (1-ON-1 COACHING)

PREMIER FELLOW COACH

SEPTEMBER 2021 - PRESENT

BETTERUP COACHING PLATFORM

EXECUTIVE COACH

OCTOBER 2023 - PRESENT

COACHELLO COACHING PLATFORM

WORK EXPERIENCE

CEO | FOUNDING PARTNER

OCTOBER 2025 – PRESENT

AVERI ADVISORY FZ LLC – United Arab Emirates – www.averiadvosory.com

Leadership advisory firm supporting founders, CEOs, and senior leadership teams with judgment and clarity under pressure.

CEO | FOUNDER

OCTOBER 2021 – PRESENT

GLOBAL COACHING CENTER LTD - Cyprus – www.globalcoachingcenter.com

Executive coaching services to leaders. Includes one-on-one sessions, team leadership development and educational webinars.

REGIONAL HEAD – SB & PROFESSIONALS CREDIT

JANUARY 2019 – DECEMBER 2025

Piraeus Bank S.A – SB & Professionals Credit, Thessaloniki, Greece – www.piraeusbank.gr

Regional head for Small Business and Professionals Credit in Northern Greece, I lead seven direct reports and I am accountable for credit strategy, portfolio quality and operational excellence across a portfolio of **20,000 customer and total exposure €1.5 billion**.

Impact highlights

- Portfolio performance leadership, I set and govern risk appetite, approval thresholds and restructuring strategies that balance growth, NPE containment and customer experience.
- Operating model transformation, as a member of the Bank's Transformation Committee, I redesign credit procedures and co create automation for credit approvals, I reduce manual touch, improve time to decision and increase consistency of risk decisions.
- Talent and leadership, I maintain a manager led structure and I coach leaders on self-development, decision quality and stakeholder communication to improve throughput and quality.
- Controls and ethics, I strengthen governance, role clarity and compliance routines and I improve audit readiness and operational discipline.

TEAMLEADER – RECOVERY CREDIT

JUNE 2016 – JANUARY 2019

Piraeus Bank S.A – Recovery Credit and Support, Thessaloniki, Greece – www.piraeusbank.gr

Head of Restructuring for Micro and SB Non-Performing Loans in Northern Greece, I led day today improvements, assigned clear ownership and coached teams through complex restructurings and customer negotiations.

Previous work experience involved accounting training, various banking roles, insurance agent role and stock exchange agent role, since starting my working career in 1998.

LICENSES AND CERTIFICATIONS

- **PROFESSIONAL CERTIFIED COACH (PCC)**
INTERNATIONAL COACHING FEDERATION (ICF)
RENWED ON MARCH 2025 – EXPIRES MARCH 2028
- **EMCC GLOBAL INDIVIDUAL ACCREDITATION | SENIOR PRACTITIONER LEVEL**
EUROPEAN MENTORING AND COACHING COUNCIL
ISSUED ON NOVEMBER 2024 – EXPIRES NOVEMBER 2029
- **DIPLOMA IN NEUROPLASTICITY**
CENTER OF EXCELLENCE
ISSUED ON MARCH 2023
- **MANAGING EMOTIONS IN TIMES OF UNCERTAINTY AND STRESS**
YALE CENTER FOR EMOTIONAL INTELLIGENCE
ISSUED ON JANUARY 2023
- **FUNDAMENTALS OF NEUROSCIENCE – THE BRAIN**
HARVARDX – AN ONLINE LEARNING INITIATIVE BY HARVARD UNIVERSITY THROUGH EDX
ISSUED ON APRIL 2020

EDUCATION AND TRAINING

- **CERTIFICATE IN TEAM COACHING**
INTERNATIONAL COACHING EDUCATION - ISSUED IN 2025
- **CERTIFICATE IN COGNITIVE BEHAVIORAL THERAPY**
VIRTUED ACADEMY INTERNATIONAL - ISSUED IN 2021
- **CERTIFICATE IN MINDFULNESS AND TRANSFORMATIONAL LIFE COACHING**
TRANSFORMATIONAL ACADEMY - ISSUED IN 2020

- **CERTIFICATE IN NLP (NEURO-LINGUISTIC PROGRAMMING) COACHING**
GOAL IMAGERY COACHING ACADEMY, INTERNATIONAL SCHOOL OF COACHING
MASTERY - ISSUED IN 2019
- **CERTIFICATE IN HOLISTIC LIFE, CAREER AND EXECUTIVE COACHING**
GOAL IMAGERY COACHING ACADEMY, INTERNATIONAL SCHOOL OF COACHING
MASTERY - ISSUED IN 2019
- **AROUND FINTECH IN 8 HOURS**
CFTE-CENTRE FOR FINANCE, TECHNOLOGY AND ENTREPRENEURSHIP - ISSUED IN 2018
- **CERTIFICATE IN CREDIT SKILLS ASSESSMENT**
THE CHARTERED BANKER INSTITUTE - ISSUED IN 2017
- **MASTER OF SCIENCE IN FINANCE,** **SEPTEMBER 2000 – SEPTEMBER 2001**
COMPLETED WITH DISTINCTION
University of Leicester, Leicester, United Kingdom – www.le.ac.uk
- **BACHELOR OF ARTS IN ACCOUNTING AND BUSINESS** **SEPTEMBER 1995 – JUNE 1998**
University of Sunderland, Sunderland, United Kingdom – www.sunderland.ac.uk

PERSONAL SKILLS AND COMPETENCES

- Reading/Writing/Verbal Language Skills **GREEK - MOTHER LANGUAGE / ENGLISH - EXCELLENT**
- **Communication skills – Athens Olympic Games 2004** Protocol Attendant Volunteer. Held the position of VIP escort in the department of International Relations for the International Olympic Committee and Protocol.
- Elected **chairperson** of the Staff/Student Committee at Leicester University
- **Certified First Aider** (St. John's Ambulance), United Kingdom

CONTINUOUS LEARNING

- **Harvard Manage Mentor** –Harvard Business School & Harvard Business Review
- **Crafting Leadership Cultures** – Business Pathways
- **Commercial loans to Business and Financial Accounting for Lenders** -Omega Performance
- **School of Leadership and Management** on improving leadership and managerial skills as well as building on self-confidence– Linkage Greece
- **Credit Analysis Seminar** – Piraeus Bank
- Various seminars within Piraeus Bank Learning Centre
- **Good Communication and Writing Skills** – Piraeus Bank
- **How to keep a Healthy Customer Portfolio** – Piraeus Bank
- **Development of Leadership Skills, Controlling Stress and Worry** – Dale Carnegie

MEMBERSHIP OF PROFESSIONAL BODIES

- International Coach Federation (**ICF**)
- European Mentoring and Coaching Council (**EMCC**)
- Institute of Coaching (**IOC** - a McLean affiliate of Harvard Medical School)