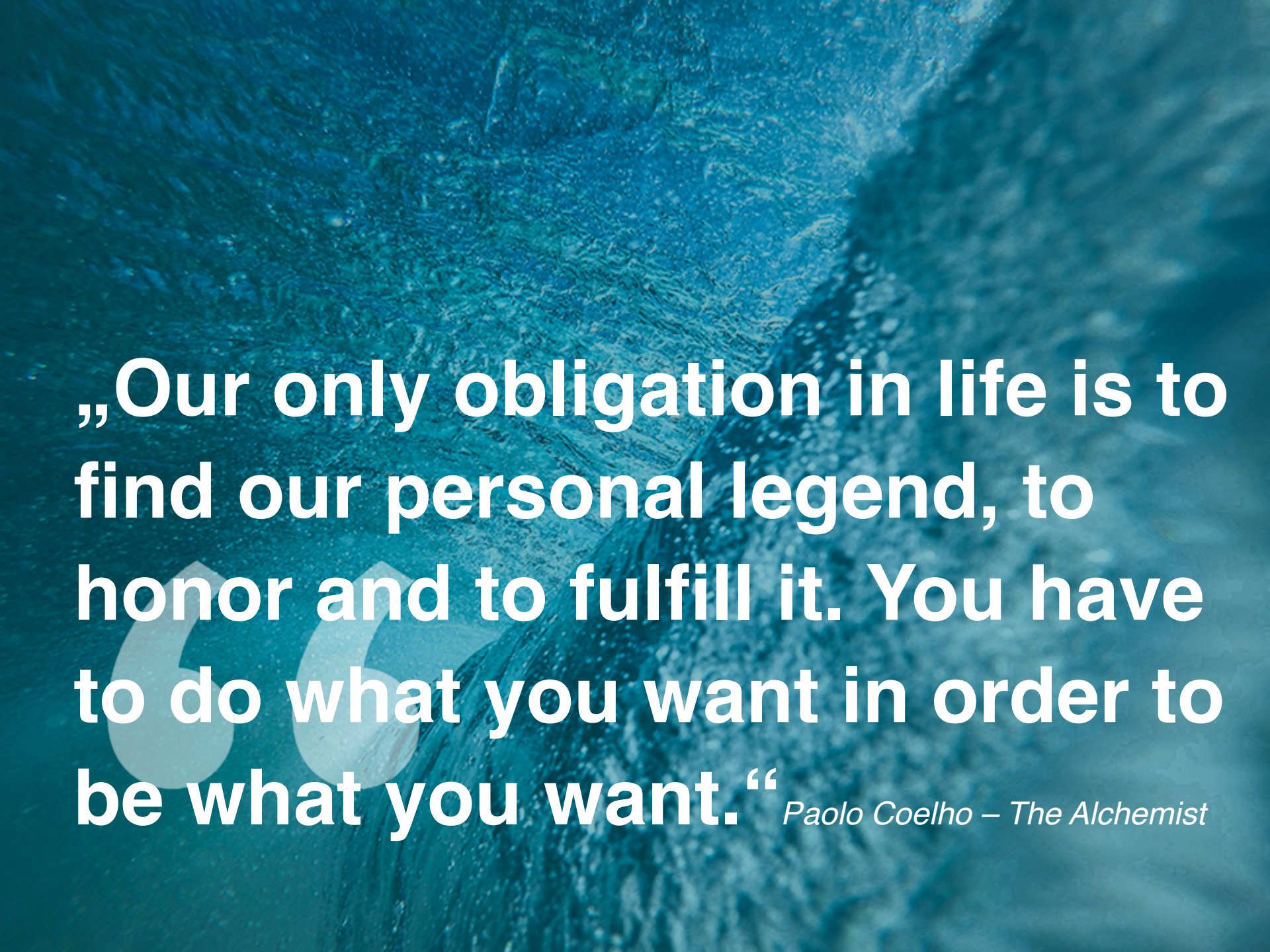


# Profile & CV Sandra Baron“

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**„Our only obligation in life is to find our personal legend, to honor and to fulfill it. You have to do what you want in order to be what you want.“**

*Paolo Coelho – The Alchemist*

# CV

## Qualifications

Sandra holds a degree in Anthropo-Geography and became interested in the new media and mobile telecommunications industry where she gained a profound knowledge of management skills. However, her original passion for people and the way they communicate brought her back to her initial path. In 2004 Sandra started a three-year training program to become a certified NLP Practitioner, Master and DVNLP Coach. Additionally, she participated in classes with Gunter Schmidt: Psychology of Systems and Organizations, Steven Gilligan: Hypnotherapy and Trance. She is also a graduate of the School of Byron Katie's THE WORK. She is Barrett Values certified (CTT combined) and in 2013 successfully completed the Edgewalker Facilitation Training.

Recent certifications are in Conversational Intelligence (C-IQ) where she was coached by America's Top Executive coach Judith Glaser. Furthermore, she is a certified practitioner in The Leadership Circle (360°Feedback tool) and has recently completed Mastering the feminine & masculine energetic polarities with Linda Caesara.

In addition to these certifications and degrees, Sandra is truly a networker. She is driven by a desire to support compassionate leadership and encourage people to lead in a meaningful and authentic way.

**Ambassador of European Network  
for Female Entrepreneurship**



**Selected as a role model entrepreneur by the Federal  
Ministry for Economic Affairs and Energy**



# CV Continued – career resumee

- 1999-2009** Sandra worked as a mobile internet consultant as well as Director of Business Development B2B for several international companies. Her responsibilities included project management, leading teams towards specific goals, market entry strategies, national and international business development and staff training.  
As a coach and facilitator she has specialized in corporate culture and value transformations. Her focus has been on authentic leadership on all management levels , team coaching, and small and large group workshops on how to evolve the corporate culture and increase employer engagement. She understands the intercultural differences as well as communication issues of global players . Meanwhile she is looking back to more than 1000 hours of coaching practice and has supported over 70 companies in their transformation process.
- 2004-2007** Training to become a certified coach (DVNLP)
- 2008-today** Established BCC-Baron Coaching & Consulting.
- 2009-2016** Registered Coach at the IBB for the creative industry, Top-Executive Coach at the Academy for
- 2010-today** Women in leadership positions, since 2010: Ambassador of European Network for Female Entrepreneurship
- 2010-2018** Lead facilitator at HBC where she broadened the scope of her work through facilitating corporate culture changes and corporate value transformations in medium to large scale companies.
- 2014** Founder of Hearttosee.com - a social entrepreneurship to raise awareness about the heart in a unique and playful way.  
Further training as Edgewalker-Facilitator, admission to coaching pool Vattenfall
- 2016** Certified in "Conversational Intelligence" - 1-year further training by Judith Glaser (Fortune 500 Coach in USA)
- 2017-2019** Member of the Mastermind Program: Coaches who mean business (Nadja Taranczewski)
- 2018** Admission to coaching pool of Daimler AG, certified in The Leadership Circle (survey tool for measuring and providing 360 degree feedback for managers and corporate cultures)
- 2019-today** Executive Coach and faculty member at Mobius Executive Leadership LLC, Boston, Co-founder of female.vision
- 2020** Founder of The TRI8E: Tap into your extraordinary human capacity and create your impossible!
- 2021** Certified in Upside Down moves as a handstand teacher as well as Thai Yoga Massage
- 2023** Mastering the feminine & masculine energy with Linda Caesara

## Key Clients

KPN Mobile (E-Plus), Swisscom Mobile, Bayer-Schering AG, BASF, CB.e, Richner AG Zurich, MTV Networks, Glunz, Axalta, Vattenfall GmbH/Energy Trading, ESM (European Stability Mechanism), plista GmbH. Black Box Music, Daimler AG, BSR, Arup...



# CV

## ... things you might wanna know about me (and can't find in my CV)

I started practicing handstands at the age of 44 - because I wanted to explore the world upside down perspective. I often take on opposite opinions to open up the space of conversation. I do not accept a *No* easily and always try to get a *Yes*. I have no problem walking barefoot through the city, I enjoy dares, I talk to strangers in the subway or in the streets, I look people directly in the eyes and I try to establish a connection. I am super curious, sometimes nosy and I push myself outside of my comfort zone every other month with different actions (e.g. improv theatre, singing, acting class, pick up piano lessons, ice bathing ...).

For more than 12 years I have generally tried to steer my thoughts in the opposite direction, just in order to see what it feels like. The best example of this is one of my core beliefs: "I work little and earn a lot." In Germany, the hardwired cultural belief is that only people who work hard earn a lot. In fact, on my 40th birthday, which I spent in Hawaii at a retreat in a 120 million dollar villa with a private beach, private chef and yoga teacher I came home deciding that I can be wildly successful and have even more leisure time.

I love to play, hang out with kids, (I have been enriched by the presence of my partner's children over the past 11 years) as I have a similar "naive" mindset: "I create anything from a realm of infinite possibilities." In the words of Michael Singer and Tina Turner:.. I train myself to go beyond my mind's model towards the unknown, in order to evoke opportunities.

I habitually practice meditation and yoga to stay focused and present. I create opportunities, I act from a place of gratitude with an open heart, being humble towards mother nature and humanity.

And then, in November 2022 death paid a visit to our lovely family. After two years of being a care giver for my beloved, she died of cancer. This was by far the hardest time of my life. Yet I have come to see how being able to accompany your loved one on their journey into the light is the most meaningful thing in life. I have come to understand how death is a part of life and how love is the eternal light which never dies down.

An underwater photograph of a rocky seabed with a large, semi-transparent white quotation mark graphic overlaid on the left side. The water is clear and blue, with light rays filtering through.

**„The wound is the place where  
the light enters you.“** Rumi

# KONTAKT



Coaching / Facilitation / Transformation

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