

# HEIMANN CVETKOVIC & PARTNERS

WORLD'S LEADING EXPERTS IN LEADERSHIP ALLIANCES



**Marina Cvetkovic**

Marina Cvetkovic is a Co-Owner and Co-CEO at Heimann Cvetkovic & Partners AG. A trusted C-Suite coach and a board advisor, she combines a strong financial services background with coaching expertise to help companies and executives redefine themselves as well as build a culture of agility and innovation to successfully face disruption in the market. She coaches and advises CEO / board level leaders and teams on topics such as executive presence and branding, emotional intelligence, organizational awareness and leadership alliances.

Marina was a senior leader in the financial services industry for a long time, both in Zurich as well as NYC. In her last in-house role, she was the Vice President of Strategy and Chief of Staff to the CEO at Swiss Re, largest reinsurance company worldwide, where she worked very closely with the executive team and the board of directors. Prior to her leadership roles at Swiss Re, Marina was with PwC Switzerland, focusing on developing management solutions for financial services institutions globally. In 2019, she won the FiNext Excellence in Fintech award for her contribution to the financial services industry.

**THOUGHT LEADERSHIP AND COACHING EXPERTISE:** Marina is a sought-after keynote speaker on the topics of agility, leadership and digital disruption. She is an ICF certified executive coach and a Forbes Coaches Council member. She is part of the 100 coaches' group, best leaders and coaches globally selected by Dr. Marshall Goldsmith, one of the top executive coaches in the world. Marina is a faculty member and a coach-supervisor in the EQ coaching certification program founded by Prof. Daniel Goleman, pioneer of emotional intelligence. Her work has been published by the International Coaching Federation (ICF), Insurance Thought Leadership (ITL) and she served on the Panel of Judges for the ICF International Prism Award, with a mission to annually select and award the company with the highest coaching standards in the world. Marina is a TEDx speaker and a TEDx founder in NYC.

**BOARD ADVISORY:** Marina is a board member and advisor, focusing on board effectiveness and revolutionizing the boardroom to fully enable digital transformation and disruption in underlying organizations. She is a board advisor for Rutgers University, Leading Disruptive Innovation Executive Education Program as well as a board member and strategy committee co-chair at Governance Matters, with a mission to build high-performing boards in NY.

**EDUCATION:** Marina received her MSc in Finance, Insurance and Banking from the University of Belgrade and is a CFA Charterholder. She later studied board governance at Wharton, digital transformation at Berkeley as well as cybersecurity at Harvard.

**ASSESSMENTS:** Hogan Assessment Suite, ESCI (Emotional and Social Intelligence Competencies), ELI MP (Energy Leadership Index), TES (Team Effectiveness Survey).

**GLOBAL CITIZEN:** Belgrade, NYC, Zurich. Speaks English / German / Serbian: fluent, Italian / Spanish: intermediate.

