



Executive Coach

Alba Contreras Rodriguez, MBA, PCC

Detroit, Michigan

Alba is a strategic leader whose intentional focus on human readiness helps clients to excel and enable transitions and transformations, build high-performance teams, and drive meaningful results.

Recognized as a visionary Global Operations and Management Executive at Ford Motor Company, General Motors Corporation, and KPMG management consulting, Alba has demonstrated the ability to improve organizational effectiveness and bottom-line performance. She has expertise for establishing operational excellence within culturally diverse environments, translating conceptual models into specific growth strategies under challenging conditions, and executing process re-engineering, change management, and cultural transformation.

Alba has built a distinguished reputation as an executive coach by tailoring her approach to the goals and challenges of the individual, teams, and their ecosystem. Considered a trusted sounding board, she helps clients create greater self-awareness and develop new processes for effective leadership through reflection, experimentation, and action. Alba is particularly successful coaching global executives striving to navigate corporate culture and multicultural organizations as well as cross generational leadership.

Education & Certifications

- B.S. in Business Administration from University of Florida
- M.B.A. from University of Michigan Ross School of Business
- Other Credentials: Professional Certified Coach (PCC), Global Team Coaching Institute (GTCI) Certified Team Coaching Practitioner, European Mentoring & Coaching Council (EMCC) Global Individual Team Coaching Accreditation

What clients say about Alba

“Alba’s support and direct feedback really helped limit my stress during adapting to a new role and working in the new normal of a global pandemic.” President, Healthcare

Alba ... helped me understand the root causes of my rut—which boiled down to an immobilizing lack of self-confidence and a heavy dose of perfectionism. Alba helped me restore my passion, energy and drive to help change the world for the better—in a way that only I am uniquely situated to deliver!” Vice President, Energy Industry

Highlights

2021 Influence Digest
Top 15 Coaches in Detroit in 2021

2022 Most Valuable Entrepreneur
by Corp! Magazine

Co-Founder
Ross Executive MBA Women’s Initiative
University of Michigan

Co-Chair of Inforum’s Mosaic Affinity Group

Creator and Champion of the Women’s
Network in Mexico