

AMANDA MALOUCOU

PROFILE

A leader in People & Organization Development, Amanda combines HR strategy, executive coaching, and business leadership into a holistic, human-centered practice. She is recognized for her strategic mindset, empathetic approach, and unwavering belief in people's potential. Her career spans senior roles at Citibank, Shell, and Mercedes-Benz, and today she leads UNFOLD—a boutique consultancy dedicated to driving leadership clarity, confidence, and impact

EMPLOYMENT

2014-ongoing **UNFOLD**, People & Organization Development expert

UNFOLD is a boutique consulting firm offering specialized, individualized services to senior leaders, boards, executive teams, and C-suite executives in the functional areas of Leadership & Team Development.

1996-2014 **CITIBANK**

2007-2014 **Branch Network Distribution Director**

In charge of Bank Branches, Remote Wealth Servicing unit, front line Business AML and Payroll Acquisition Channel.

Led Citi branch network during 7 years of continues business and country turmoil. Dedicated efforts in the development of a well selected, highly qualified, and high performing branch network. Focused in enhancing a culture of meritocracy, managerial accountability, respect, and recognition.

2005-2007 **Alternative Service and Sales Channels Head**

2003-2005 **Direct Sales and Citibank@Work, Channels Manager**

2001-2003 **Senior HR Generalist Deputy to HR Director, Head of Training & Recruiting**

1996-2001 **Country Leadership and Development Manager, Regional HR Partner**

1993-1996 **MERCEDES BENZ, Deputy HR Head**

1990-1993 **SHELL CO., HR Management Associate in Compensation and Benefits**

EDUCATION

- 1989-1990 MSc. In Industrial Relations and Personnel Management, The London School of Economics and Political Science (LSE)
- 1986-1989 BA in Business Administration, University of Lavern & John Cabot College
-

PROFESSIONAL QUALIFICATIONS

- Gallup-Certified Strengths Coach
 - Certified Team Performance Coach (CTPC)
 - Global Career Development Facilitator Certification (GCDF)
 - INSEAD Executive Presence Certification
 - Advanced Certification for Corporate Coaching, Top Team World
 - Agile Profile Coaching (Agil'OA)
 - NLP practitioner
 - New Manager Assimilation facilitator (NMAP)
 - The banking and Financial Services Program, University of Michigan Business School
-

GIVING BACK TO SOCIETY

- **Board Member and Volunteer, ELEPAP (2015–2024):** Actively engaged in Greece's oldest non-profit organization dedicated to the rehabilitation of individuals with disabilities, contributing strategic guidance and hands-on support.
- **Youth Empowerment Advocate:** Regularly provides pro bono career counseling to graduate and postgraduate students, championing educational access and professional development through various youth-focused initiatives.