

Katerin has partnered with clients across the globe to forward their intentions in leadership development, corporate governance, strategy design, and executive alignment. Her clients include companies in the fast-moving consumer goods, automotive, manufacturing, consulting, pharmaceutical, and service industries. Clients credit Katerin for her energy and spirit, which, combined with questions that push wider and deeper thinking, catalyze a desire to create something together.



Under Katerin's leadership, a major corporation restored a relationship with one of its main clients, resulting in a series of long-term deals that enabled them to keep their factories open. Katerin was instrumental in a large fast-moving consumer goods group's transformation and in deploying a new leadership culture worldwide, which enabled them to absorb growth and powerfully deal with economic downturns. Working with one of the world's largest consulting firms, she helped develop a strong cadre of partners, resulting in business expansion and the launch of new practices.

Katerin holds an MBA from ESCP Europe.

## Awards and Recognition

- Honorable Mention in Inspiring the Firm, Insigniam, 2021 and 2022
- Leader in Client Development, Insigniam, 2015, 2016, 2021, and 2022
- Going Above and Beyond the Call of Duty, Insigniam, 2016
- Leader in Service, Insigniam, 2015

## Thought Leadership and Articles

- Is Your Operating Model Killing Growth?, *IQ Insigniam Quarterly*, Fall 2025
- L'Oréal: Cleverly Chic, *IQ Insigniam Quarterly*, Spring 2025
- The Financial Services Industry: Breaking the Bank, *IQ Insigniam Quarterly*, Fall 2024
- How to Build a Strategic Frame for the Next Digital Age, *IQ Insigniam Quarterly*, Summer 2024
- Cultivating Cultural Intelligence, *IQ Insigniam Quarterly*, Spring 2024
- Perrigo's OTC Gamechanger, *IQ Insigniam Quarterly*, Fall 2023
- EU Execs Go Off Script at Insigniam Roundtable, *IQ Insigniam Quarterly*, Summer 2023
- Executive Committee, or Executive Team?, Insigniam Blog, July 2021
- "Groundhog... year?" No, thank you!, Insigniam Blog, December 2020
- A Leadership Culture Is a Competitive Advantage, Insigniam Blog, October 2020
- Why Executives Should Read More Poetry, Insigniam Blog, July 2020

- Benevolence in Business....What For?, Insigniam Blog, May 2020
- How Much Filtering Does An Executive Need?, Insigniam Blog, October 2019
- Simplification.... It's Complicated!, Insigniam Blog, May 2019
- Managing Change 101: Part I — Building a Coalition; Part III — Overcoming Resistance; Part IV — Breakthrough Thinking; Part V — Engaging Constituencies, Insigniam Blog, January – March 2016
- Global Leadership: Part I — Shared Purpose, Part III—Accountability Of Teams, Insigniam Blog, September-October 2015
- Powerful C-Level Alignment: Part I — What Gets in the Way?, Part II — Leveling The Field, Part III — Amazing Results, Insigniam Blog, March 2015
- Business Results Depend on Managing the Network of Conversations, *IQ Insigniam Quarterly*, Winter 2015
- Uber's Speed Bumps on The Innovation Autobahn, Insigniam Blog, September 2014
- GM CEO Mary Barra: Responsibility and Learning from Mistakes, Insigniam Blog, April 2014
- Collective Intelligence, *IQ Insigniam Quarterly*, Spring 2014
- Communication: Are You Tuned in To the Right Channel?, Insigniam Blog, March 2014
- Creating a Common Cause Can Lead to Results, *IQ Insigniam Quarterly*®, Summer 2013
- Making Results Happen Even During Mergers and Acquisitions, Insigniam Blog, December 2012
- Enterprise Secret 1: Coach Employees on Why Their Work Matters, Insigniam Blog, September 2012
- Innovation Isn't the Problem. Execution Is., Insigniam Blog, August 2012
- Winning Over Complacent Workers, Insigniam Blog, July 2012

## Insigniam B.I.T.s Podcast

- Defining Moments and Transformation Insights with Myriam Cohen-Welgryn, Worldwide President of L'Oréal Active Cosmetics Division, March 2022