



Heidrun Ziche

Leader and Executive Coach

An international businesswoman with years of experience in leadership of a large organization, **Heidrun unlocks individual and organizational growth** to ensure **sustainable professional success**. She shares her broad business experience and unique combination of interpersonal and professional skills to help others achieve more than they thought possible.

Heidrun is an Executive Coach; Mediator with special communication and negotiation skills; certified Psychological and Spiritual Life Coach; and Mindful Change Coach. She is also an international tax attorney, with both a law degree and an advanced degree in Business Administration and Economics. Further, Heidrun is a competitive athlete competing in marathons and triathlons; and has made a conscious commitment to health and nutrition. All these skills, along with her education and professional experience, is a rare combination, and it has all come together perfectly. Heidrun shares her own values through her work as executive coach and inspires transformational change in others.

Heidrun develops TOP Leaders Now and transforms teams into success generators. She inspires executives and teams to be better than they thought possible. Her coaching style is vastly unique as it integrates cutting-edge sports science, neuroscience, and fundamental principles of both training and winning, with what is needed in the business world today for: Leadership, Executives, Teams, Clients, Culture, and Processes.

Through her work Heidrun helps executives find fulfillment, make a difference, and be more effective. She helps professionals perform at the highest level, and teams to be more successful. Her clients call her an inspiration and role model. *"She's walking her talk. She's teaching what she herself has proven to be true by practicing it in her own work in the corporate world and with her clients."*

Heidrun has lived and worked both in Germany and Australia before moving to the U.S. in 2011. During her career, she has served as Director at PricewaterhouseCoopers and has managed projects that included up to 223 countries and tax regions with tight deadlines.

Heidrun is an expert in leadership, communication, project management, interpersonal relationships, team effectiveness, strategy consulting, process optimization, as well as problem solving and change management.

Heidrun is an experienced coach, corporate trainer, and public speaker, presenting at conferences and corporate events. She is also a guest speaker at DeVry University's Keller Graduate School of Management and at University of California San Diego (UCSD) Extension. Heidrun is the author of TOP Leaders' Adventure Stories, and frequently publishes articles on LinkedIn.

In 2014 the National Association of Professional Women inducted Heidrun into their VIP Woman of the Year Circle for "Excellence, Leadership, and Commitment to her Profession, while Encouraging the Achievement of Professional Women". In 2019, Heidrun received the "Exceptional Services Award" from San Diego Professional Coaches Alliance (SDPCA) for her work in up-leveling the organization. As an athlete Heidrun has achieved numerous awards, including NYC local elite status for both marathon and half marathon (2014, 2015); 1st and 2nd place in her division in triathlons in San Diego (2018, 2019); and 1st place overall at the Challenged Athletes Foundation's San Diego Triathlon Challenge (2018).

Personal Information

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Experience

- 2017 - present **Leader and Executive Coach**
TOP Leadership Coaching, San Diego, USA
 - Executive Coaching; Leadership Development
 - Communication Training; Mindfulness; Stress Management
 - Project Management; Team Management; Retention
 - Work Relationships; Corporate Culture; Diversity & Inclusion
- 2016 Travel and relocation to San Diego
- 2011 - 2015 **Manager / Director, International Tax - Financial Services**
PricewaterhouseCoopers LLP, New York City, USA
 - High profile client relationship management
 - Led high performing teams in a fast pace, high risk, and high demand work environment
 - Managed worldwide projects and teams; worked with 190 countries and up to 223 tax regions worldwide per project
- 2006 - 2011 **Associate / Senior Associate / Manager, Tax M&A**
PricewaterhouseCoopers AG WPG, Frankfurt am Main, Germany
 - Member of Young Excellence Program for High Potentials
 - Responsible for roll-out and implementation of PwC's new brand and culture nationwide within Tax M&A
 - Managed large M&A deals
 - Created and managed the M&A tax knowledge library interpreting current tax law, a corporate PwC resource
- 2004 - 2005 **Lawyer, VAT and Tourism Tax**
PricewaterhouseCoopers GmbH, Dusseldorf, Germany
- 2004 **Lawyer, Energy Regulation and Deregulation**
Essential Services Commission of South Australia, Adelaide, Australia

Education, Certificates

- 2018 Mindful Change Coach (ICF accredited program)
Guiding Mindful Change, San Diego, USA
- Attorney-at-law
- 2005 Higher Regional Court, Dusseldorf, Germany (2nd State Exam)
- 2003 University of Erlangen-Nuremberg, Germany (1st State Exam)
- 2002 Psychological and Spiritual Life Coach
Soullanguage, Kulmbach, Germany
- 1999 Business Administration and Economics, Masters level degree
University of Bayreuth, Germany

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Skills – Expert Level

- ✓ Leadership
- ✓ Communication
- ✓ Change Management
- ✓ Project Management
- ✓ Team Management
- ✓ Mindfulness

Languages; Other

German Native speaker
English Fluent, C2
Computer Skills: Advanced

Models/Concepts/Principles I use include, for example:

- Situational Leadership
- Servant Leadership
- Emotional Intelligence
- 5 Team Dysfunctions
- Organizational Maturity
- Agile Principles
- Four Sight Assessment
- Myers-Briggs, DISC, Gallup

Organizations, Volunteering

- CAF Fundraiser
- SDPCA Ethical Advisor