



SORAIA KUTBY

Founder of Human Change and The Ocean Theory University
Executive Advisor and Leader on Exponential Education

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Soraia Kutby is a Brazilian executive and entrepreneur who worked for almost three decades in the corporate world; she was very successful in her endeavors and achieved great prestige in her career as Senior Executive. Despite of that, one day she realized her progress were too concentrated on the professional side and barely had energy to do other things.

That moment was her turning point and she started to reeducate herself, investing countless hours absorbing knowledge from global leaders, prioritizing personal growth and working on her transformation in distinct areas. The impact of that decision changed her life and created a ripple effect that reached people around her.

Her mission became so clear that creating a space for people to develop a growth mindset, achieve personal mastery and learn to lead consciously, was just the natural path. This is how the **Human Change Coaching** company was created.

To allow more people to adopt an empowering mindset, Soraia is developing an educational project called **The Ocean Theory** aiming to be an experiential place, where people can increase their aspects of spirituality, master their "persona", and transform their lives and leadership, through storytelling and role models.

Nowadays she dedicates her time to international conferences, face to face Advisory and Mentorship for C-Level Executives, Executive Boards and The Ocean Theory University.

She has been living the last 14 years in Mexico City and her professional and personal experience allowed her to be in more than 35 countries enriching her cultural vision. She is fluent in Portuguese, Spanish and English, with good knowledge of Italian and French

Detailed background:

Her career began very early and it encompasses more than 25 years in Fortune100 companies such as Accenture, IBM, Microsoft, and others, in charge of areas like Customer Experience, Big Data, Digital, and Innovation. She was Customer Experience spokesperson, and also contributed as an advisor and board member of Accenture Women's Leadership.

One of Soraia's passions is learning, and she holds several certifications around mental models, positive psychology, neuroscience, mindset, executive coaching, human optimization, mindfulness, entrepreneurship, the leadership of the future, conscious leadership, happiness at work, etc.

Some of the certifications are mentioned below:

- Coaching Ejecutivo - Marshall Goldsmith Stakeholder Centered Coaching
- Coaching Ejecutivo Estratégico - AIEC/ Pensamiento Constructivista y Programación Neurolinguística
- Intuitive Coaching and Energy Healing – In-Vizion
- Optimize Coach – Mastering Business and Life (old and modern science)
- Advanced Client System – Prosperous Coach
- Purpose Alliance – Future of Education

Several training in Mindfulness, Optimization and Cognitive behavior and Executive topics:

- Loyalty to your Soul – University of Santa Monica (USM)
- Dr. Kabat-Zinn – at Wisdom 2.0
- Transcendental Meditation
- Reinventing Yourself – at Byron Katie (21 days)
- Landmark Forum
- WBECS at Executive Coaching Summit
- Business Excellence, Corporate Culture+ Exceptional CX (Disney Institute)
- Leadership of the Future – Forward thinkers (Kellogg School)
- Entrepreneurship (Harvard School)
- Delivering Happiness and Servant Leadership (Zappos Training)
- World Business & Executive Coaching (WBCS)

Other accomplishments:

- University degree in Business Administration with MBA in Marketing
- Docent in Positive Psychology and Neuroscience
- Author of a book called Customer Experience: The Key to Boost your Sales
- Also contributed as an advisor and board member of Accenture Women's Leadership