



Kelly Sicina, PCC

Certified Professional Coach

Kelly's Personal Brand Statement

I am passionate about revealing the professional uniqueness and strengths of others. I coach and inspire them to find renewed energy and interest and strive for creative success without boundaries.

Kelly is an experienced Talent Development and Human Resource Business Partner with a track record as strategic thought generator and partner to leadership. She has worked across various business verticals and talent levels, helping others pause, zoom out, and reflect, leading to salient and valued decisions.

As a certified Personal Brand Strategist, Kelly excels at extracting and expressing clients' personal brands. Her approach reaches and leverages the best in clients who identify as accomplished, ambitious, courageous, and conscientious. Regardless of the industry—biotherapeutics, pharmaceuticals, finance, engineering, tech, retail, or consulting—her clients explore, reflect, and apply perspectives that lead to 'ah-ha!' moments and sound resolutions for future plans and actions.

REPRESENTATIVE COACHING EXPERIENCE

- Coached senior HR leaders through change management and assimilation in global company acquisition.
- Internal coach, brand strategist, and culture developer for the executive leadership team at a pharmaceutical automation company.
- Facilitated yearlong blended-learning personal brand program for Partners in a top 4 global management consulting firm.
- Coached and facilitated team development with the COO of a regional architectural firm based on employee engagement feedback.
- Worked with a state university on career development and personal branding strategies for doctoral, MBA, and undergraduate programs.
- Spearheaded the development of a leadership pipeline for a biotherapeutic company.
- Coached and developed CEO and executive team for competitive advantage at commercial HVAC firm.
- Designed and developed workshops for marketing executives on trust, strengthening cross-functional leadership in a global organization.

EXPERTISE/SPECIALIZATION

- Executive / Midlevel / Emerging Leader Coaching
- Team Effectiveness
- Personal Branding (individuals and teams)
- ILV/VILT Facilitation
- Leadership and Talent Development
- Career Development
- Assessment tools: StrengthsFinder, StandOut, 360°Reach™ Personal Brand Survey, Emotional Intelligence, MBTI, FIRO-B and more
- Focus: Technology, Life Sciences, Finance, Operations, Engineering, Marketing, Sales

BUSINESS EXPERTISE

- Leadership roles in HR, Recruitment, Learning and Development, plus entrepreneurial experience.
- Director, Talent Development, Distinguishing Factors, 2009-Present
- Associate Director, Global Learning and Development, CSL Behring/Seqirus 2021-2024
- Faculty/Facilitator/Coach, Center for Creative Leadership, 2018-2021
- Leadership roles in HR, Recruitment, Learning and Development; entrepreneurial experience
- Executive Career Management Consultant, Coach, and Facilitator at Career Curve, Keystone Partners, Right Management
- Companies: ATT, Lucent Technologies, Bristol Myers Squibb, Cisco Systems, Center for Creative Leadership, CSL Behring/Seqirus.

EDUCATION

- **MA**, HR Management, Rutgers University
- **BA**, Communications, Minors: English and Business, Rutgers University
- **Certified**: Manager of Learning Programs | Personal Brand Strategist | Global Professional in Human Resources | Insights Discovery Practitioner | Talent Management and Leadership Coach
- **Member**: International Coaching Federation, Association for Training and Development, Society for Human Resource Management, Healthcare Businesswomen's Association



COACHING GROUP