



## MEDIA KIT

# TATY FITTIPALDI

Professional  
Biography

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# Information

**NAME:** Taty Fittipaldi

**BORN IN:** Brazil

**LIVES IN:** United States of America



## BACKGROUND

- **Education:** Dual bachelor's degrees in Business Administration and Accounting
- **Advanced Degree:** International MBA with an emphasis in Finance & Strategy
- **Coaching Credentials:** ICF ACC-accredited coach and multiple Certified Professional Coach certifications
- **Process Improvement Expertise:** Lean Six Sigma and Six Sigma Green Belt Certification
- **Specialization:** Bridging leadership, finance, human resources, and communication to help executives leverage storytelling for strategic decision-making, team alignment, and stakeholder influence

## BIO - TAGLINE

**Taty Fittipaldi** empowers global executives to master storytelling as a leadership skill, turning communication into connection, influence into impact, and HR initiatives into success stories.

## BIO - SHORT FORM

**Taty Fittipaldi** is a globally recognized leadership expert, executive coach, leadership trainer, and author of *Mastering Business Storytelling*. With over two decades of experience leading Fortune 500 companies, she specializes in helping global executives enhance their leadership impact through strategic storytelling and communication. As the founder of Coaching Expatriates®, Taty turns HR initiatives into success stories, equipping leaders with the tools to inspire, influence, and drive organizational success.

## BIO - LONG FORM

**Taty Fittipaldi** is a globally recognized leadership expert, executive coach, leadership trainer, and accomplished author who has spent over two decades at the helm of Fortune 500 companies. As a former global executive, she led multicultural teams, managed multi-billion-dollar budgets, and navigated the complexities of international business with finesse.

Born in Brazil to a rich tapestry of Armenian immigrant heritage, Taty's personal journey has been shaped by navigating diverse cultures, from her German school upbringing to her first solo international experience at just 11 years old. These experiences instilled in her a lifelong fascination with cross-cultural communication and global leadership.

Today, Taty channels her expertise into empowering leaders to master the art of storytelling, a transformative skill that transcends borders, inspires teams, and drives impactful results. Her acclaimed book, *Mastering Business Storytelling*, is a testament to her ability to demystify the complexities of leadership communication, offering actionable insights and strategies that resonate across industries.

Taty is the founder of Coaching Expatriates®, a pioneering initiative dedicated to helping global executives thrive in the ever-evolving landscape of international business. Through her coaching and consulting, she turns HR initiatives into success stories, equipping leaders with the skills and strategies to drive meaningful organizational change.

When she's not coaching or writing, Taty enjoys life in the United States with her supportive husband and their beloved dog, Buddy.

Join Taty on her mission to create happier workplaces and more inspiring leaders—one story at a time.

# Taty's Brand Story

## Taty Fittipaldi: A Storytelling Journey to Leadership Impact

At 11 years old, I stepped onto an international flight alone, leaving behind the familiar comforts of home for an experience that would forever shape my view of the world. That trip wasn't just about travel—it was a lesson in resilience, adaptability, and, most importantly, the realization that confidence isn't something we create; it's something we live. We don't wake up one day feeling capable; we step into our capabilities by pushing beyond what we thought was possible.

That moment was my first brush with a truth I would later rediscover in boardrooms, executive coaching sessions, and leadership discussions: we are all far more capable than we think. And, just as importantly, our stories are the key to unlocking that realization.

Yet, as I climbed the corporate ladder, managing multi-billion-dollar budgets and leading global teams, I noticed a gap—executives, some of the brightest minds in business, struggled to engage, inspire, and influence. They could present data, set strategies, and drive operations, but they weren't telling stories that connected, moved, or motivated people. And I knew why: because no one had ever taught them how.

I had felt that gap too. Even in my extensive leadership and communication training, no one had ever taught me storytelling as a leadership skill. I didn't even realize it could be used as such. But early in my career, I read a book that transformed how I saw my role, my work, and the way I showed up. It changed everything. And I realized that if a book could shift my mindset so profoundly, why couldn't mine do the same for other executives?

That's why I wrote ***Mastering Business Storytelling***. I wanted to take what I had learned through decades of leadership and make it simple, digestible, and actionable. No fluff, no overcomplicated theory—just practical, neuroscience-backed strategies that any executive can apply immediately. Because storytelling isn't about being creative; it's about belonging. And when you tell a story, the listener belongs to your world.

Today, through **Coaching Expatriates®**, I help leaders worldwide harness the power of storytelling to elevate their communication, build stronger teams, and drive real business impact. When you change the way you tell your story, you change the way people see and connect with you. And when that happens, your leadership transforms.

Because leadership isn't just about making decisions. It's about making an impact. And the right story—told the right way—has the power to do exactly that.

# Photos





