



**Being
Essential®**
Who
is
Who

Katerina Lazari

Trainer and Certified Jungian Coach

About me

Katerina is an accomplished entrepreneur and former corporate leader with extensive experience in managing multimillion-dollar pharmaceutical brands. With a strong commercial background, she has led cross-functional teams to deliver growth through strategic brand management, sales excellence, and market innovation.

She combines deep industry knowledge with a results-driven approach, having successfully launched her own ventures and supported business transformation across various sectors. Her strengths lie in leadership, people development, and driving performance through collaboration and strategic insight.

As a trainer and certified coach, Katerina is passionate about helping individuals grow into confident, self-aware leaders. She designs impactful learning journeys focused on leadership development, communication, and personal effectiveness, always aiming to inspire lasting change and meaningful growth.

Education

Bachelor in Business Administration & Management |
Athens University of Economics and Business

Certifications & Seminars

Diploma in Jungian Coaching | International Jungian
Coaching School

Experience

Katerina is a commercially-minded trainer and coach with a strong track record in business growth, leadership, and people development—both as an individual contributor and team leader. She brings over 15 years of international and corporate experience, blending strategic insight with hands-on expertise to deliver training that drives real impact.

Her passion for leadership development began with AIESEC, where she trained over 500 students across Europe in communication, leadership, and project management, eventually leading AIESEC Croatia and its 300-member team. This early foundation in experiential learning and organizational leadership shaped her belief in practical, people-centered development.

Katerina further enriched her international perspective in India, where she delivered soft skills training on teamwork and communication to diverse audiences. Upon returning to Greece, she joined the pharmaceutical industry, starting in HR and advancing to Brand Manager at GlaxoSmithKline, where she led brands worth over €10 million and managed a team of seven. Alongside her commercial responsibilities, she designed and facilitated training programs on sales, strategic planning, and leadership—becoming a go-to expert for team capability building.

In the past two years, Katerina has channeled her experience into entrepreneurship, leading the commercial strategy of her own venture. She now works as a dedicated trainer and coach, partnering with organizations to elevate team performance, nurture leadership potential, and create cultures of growth.

Her training style is energetic, practical, and tailored—rooted in real-world challenges and focused on lasting behavior change.