

# ROSARIO BARETTO



EXECUTIVE COACH | LEADERSHIP COACH | SALES PERFORMANCE COACH

**30+**

Years of Experience

**1000+**

Coaching Hours

**300+**

Executives and Managers Coached

## ABOUT

Rosario is an ICF PCC-credentialed Executive Coach with 30 years of experience – 25 years in corporate leadership across Sales and General Management with Fortune 500 companies, and over 5 years as a dedicated Executive Coach working with senior and mid-level leaders globally.

His passion for people development, structured approach, and absolute candour are what led him to pursue coaching as a full-time profession. He works with leaders across India, USA, Canada, UK, Switzerland, and globally.

## COACHING APPROACH

Rosario offers a collaborative, business-grounded approach – blending experiential wisdom with a structured coaching framework to create genuinely transformational outcomes. Sessions are purposeful, action-oriented, and anchored in real-world leadership realities.

## COACHING FORTE

- Strategic Thinking
- Executive Presence
- Leadership Development
- Performance Under Pressure
- Change Management
- People Management
- Sales Performance
- Conflict Management
- Succession Planning

## CORPORATE EXPERIENCE

- **25 years in corporate leadership**, including 7 years in CXO/CEO roles – with direct board-level exposure to strategy, execution, and accountability
- **Senior Sales & Business Leadership** roles at global MNCs including **FedEx, DHL, and Maersk Line**
- Led Sales and Business across Region, Country, and Global levels; last role as **Country Manager India / CEO** of a UK-based Logistics company
- **20+ years in sales & business development** across logistics, shipping, and risk services – with cross-industry exposure spanning FMCG, Automotive, Oil & Gas, Chemicals, EPC, Mining, and more
- Known for building high-performing teams that delivered extraordinary, measurable results

## CURRENT WORK

- Founder of **BARECO** – Building Businesses That Scale. Developing Leaders That Perform. – a Management and Sales Strategy Consulting firm for corporates and high-growth businesses (est. 2021)
- Coaches **CXOs, CXO-1, and senior leadership teams** navigating transformation, succession, and performance accountability
- Works with **corporate executives, startup founders, and business owners** across India and globally

## WHO ROSARIO WORKS WITH

- CXOs & C-Suite
- Senior Executives
- High-Potential leaders
- Sales leaders
- Startup Founders
- Business Owners