

**Alba Contreras Rodriguez, MBA, ACC**  
**President - FONS (Focus on Solution), LLC**

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*“My purpose is to help and enable leaders and teams recognize and achieve their highest potential to better serve and add value to their stakeholders.*

*I do know and understand the responsibility, and how it feels to be in their shoes”*



Alba Contreras Rodriguez is Owner and President of FonS (Focus on Solution), LLC. FonS provides executive coaching, team coaching, and consulting for leaders and organizations to excel and enable digital transformation, focused on human readiness for technology adoption.

Alba demonstrated success at coaching global executives on navigating corporate culture and processes as well as cross generational leadership and multi-cultural organizations. Alba provides executive coaching and consulting for leaders and organizations to enable manufacturing’s digital transformation, focused on workforce and technology integration. Clients seeking to lead strategy and implementation of Digital Transformation / Industry 4.0 technologies can leverage her expertise to ensure human readiness for technology adoption.

Alba spent her career in Ford Motor Company, General Motors Corporation, and KPMG management consulting; gaining international and global experience in operations, lean manufacturing, industrial engineering, vehicle launches, management consulting, information technology, and e-commerce. Demonstrated ability to improve organizational effectiveness and bottom line performance.

Alba is a Global Operations and Management Executive with a proven history of building high-performance teams and leading sophisticated manufacturing and service organizations. She has a reputation as a visionary leader with a clear sense of purpose and urgency when faced with diverse challenges during periods of both declining sales and rapid growth. Alba brings expertise in establishing operational excellence within culturally diverse environments, translating conceptual models into specific growth strategies, and planning and executing manufacturing processes designed to increase quality, productivity and reduce costs. She has extensive experience in operations management, global program management, process re-engineering, change management, and cultural transformation.

Alba previously served on the boards of Directors for the Cancer Support Community and Madrinas, a Latina Leaders Network. She was the Creator and Champion of the Women’s Network in Mexico, Co-Chair of Ford Women in Manufacturing and executive collaborator for the Ford Hispanic Network. Most recently, she Co-Founded the Ross Executive MBA Women’s Initiative University of Michigan and Co-Chair of Inforum’s Mosaic Affinity Group.

Alba is fluent in Spanish and English, conversational in Portuguese.

## **CERTIFICATIONS**

- College of Executive Coaching - Advanced Certified Personal and Executive Coach
- International Coach Federation - Credentialed Associate Certified Coach (ACC)
- Global Team Coaching Institute - Team Coaching Foundations Certified Coach
- European Mentoring & Coaching Council (EMCC) Global - Individual Team Coaching Accreditation
- Women’s Business Enterprise National – Women’s Business Enterprise (WBE)

## **EDUCATION**

- University of Florida - Bachelor of Science in Business Administration and Computer & Information Sciences
- University of Michigan Ross School of Business - MBA
- Massachusetts Institute of Technology Sloan School of Management - Technology, Operations and Value Chain Management Executive Certificate