

**Petra V.M. Russell, ACC, CPC, ELI-MP**



**Executive Coach & Consultant  
Parrish Partners, LLC**

Petra graduated from Pforzheim University of Applied Sciences, Germany with a MDes and moved to the United States to start her career as a freelance designer for Umbro/Kaepa, developing high performance sports apparel for the US Olympic team in collaboration with Georgia Tech, School of Fiber and Engineering, and Dupont.

After successfully introducing a number of major European fashion and lifestyle brands from Europe to the US market, Petra developed a consulting firm in 2003 for companies seeking expert advice in international sales, marketing and branding. For the German kitchen manufacturer Poggenpohl, Petra was instrumental in launching the Porsche Design kitchen P'7340 (2008) and the Hadi Teherani designed +ARTESIO kitchen (2010) in the US. Since 2010, she is LEED certified and has actively promoted products resulting from sustainable manufacturing methods.

Petra has lived and worked in Germany, the US, Central America and Asia, collaborating closely with people from diverse cultures and backgrounds. Through these enriching relationships it became clear to her that whoever we are, most of us struggle with the same processes and require help in achieving transformational goals. It was realizing this universal need that inspired her to include coaching, leadership training and culture development into her portfolio of services.

As a triple certified executive coach, Petra's work is a 'guidance-from-within approach' that involves commitment to act skillfully in the present moment and making intentions for future actions to achieve extraordinary and sustainable success. She has been partnering with individuals and international organizations to create real breakthroughs in performance by leveraging her expertise in building authentic culture to increase employee engagement and her background in Design Thinking to drive change and inspire a bias to action.

Petra is an iPEC graduate and Energy Leadership Master Practitioner. She is a member of the Institute of Coaching and on the host committee for the West Coast Roundtable Peer meetings. She frequently speaks about conversational intelligence, building transformational relationships and the importance of cross-cultural and generational training as part of leadership skills development at conferences and workshops throughout the US and Europe.

As a member of ICF, she is actively involved with the Orange County chapter, volunteering for non-profit organizations, coaching individuals in need who could otherwise not afford it.