Valeska Toro

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LEADERSHIP & ORGANIZATIONAL DEVELOPMENT · PRODUCT INNOVATION · EXECUTIVE & TEAM COACHING

Executive Summary

Executive and Enterprise Coach with 15+ years of experience and a proven track record of developing world-class innovation leaders and teams. With roots as a Founder, Chief of Staff, and Fortune 500 Consultant, Valeska brings strategic rigor and deep human insight to her work, grounded in the realities of profit, risk, and scale. She specializes in working with ***quantitative and technical (Engineering, Actuarial, Risk) teams*** — helping them deepen collaboration, unlock creative thinking, expand their influence, and achieve breakthrough outcomes.

- ➔ ***Diverse Background & Experience:*** Strong portfolio management & operational experience **(PwC, JPMC, J&J).** Former startup founder and featured speaker at SXSW, Harvard, Cornell, Meta, and Google — recognized for developing ProjectDiane Latinx, a published research report on entrepreneurship featured by **Forbes, Fortune, and Harvard Business School**.
- ➔ ***Transformative Coaching Outcomes:*** Highly skilled at converting soft skill development into measurable business results. Recent coaching initiatives have driven a ***62% reduction*** in innovation cycle time, a ***3x increase*** in executive sponsorship, and ***30% value-add*** through deeper insights, enhanced partnerships, and increased leadership capacity across all team members.
- ➔ ***Rigorous Systems Thinking Approach:*** Creator of the *Generative Innovation Cycle* — a custom framework developed with Fortune 500 teams. Proven to build executive trust and surface value drivers, resulting in increased buy-in and accelerated decision-making.

Capabilities

- Leadership Development
- Transformation & Adoption
- Executive & Team Coaching
- Performance Improvement
- High-Impact Training & Facilitation
- Stakeholder Management
- Organizational Effectiveness
- Program Management & Design
- Influence in Matrixed Organizations

Methods: Ontological & Systemic Coaching · Lean Startup Methodology · Agile · Kanban · SaFe · Emergence · Systems Thinking · Rogers' Diffusion of Innovations · Business Model Canvas · Design Thinking · Value Proposition · Psychological Safety ·

Professional Experience

Valeska Toro, LLC · Principal, Leadership & Organizational Development · Jul 2018 – Present

Partner with leaders across sectors to lead high-impact workshops, programs, and 1:1 executive coaching. Notable engagements include:

- *Digitalundivided:* Lean Startup Program Coach. Hired and managed 10 coaches to provide executive coaching for **25+ high-growth tech startup founders** across 3+ incubator (pre-revenue) and accelerator ($50K+ revenue) programs funded by JPMorgan Chase.
- *PRX:* Enterprise Coach for a ~$40M media nonprofit. Coached C-level leaders to adopt a one-team mindset and redefine their core values after a merger. Trained executives to lead **workshops for 200+ staff** to regain trust, foster inclusion, and co-create a new vision.
- *WHITPR:* Executive Coach to the CEO of a boutique PR agency. Following the coaching engagement, the CEO **doubled revenue** and was named as a Top Woman in PR and to a 40 Under 40 list. She then re-engaged me to lead staff workshops at their annual retreat.
- *Genius Guild:* Strategic Advisor for a VC firm that invests in early-stage startups. Partnered with the CEO to define the company's core values. Led a quarterly staff retreat and facilitated workshops. Provided biweekly 1:1 coaching to C-level executives.

Prudential Financial · Enterprise Coach · Mar 2024 – Jul 2025

Embedded leadership and team coach for five actuarial and technology teams delivering a high-stakes financial transformation.

- *Leadership Development:* Transformed high-performing teams from "Brilliant Doers" to "T-shaped Innovators" by equipping all team members (from Jr. to Sr.) to lead executive conversations with confidence and build partnerships with stakeholders at scale. Improved communication helped the teams achieve a **3x increase in executive sponsorship** and a **62% reduction in cycle time.**
- *Innovation Framework and Tools:* Created the Generative Innovation Cycle, a custom framework that led product leaders and teams to translate visionary ideas into actionable plans, secure **executive buy-in within three months** after three years of stalled progress, and surface **$10M in additional value** during customer discovery.
- *Performance Improvement:* Transformed siloed, cross-functional teams (Finance, Tech, Design, Management Consultants) into a top-performing unit. Led teams to resolve conflicts, increase effectiveness, and launch an integrated model that **automated 99%** of processes and **reduced a 72-day process to a one-click forecast** adopted by executives for multi-year planning.
- *Increased Rigor & Effectiveness:* Reduced the time-to-value of complex work from **8 months to 3 months** by introducing insight-led feedback cycles that helped teams surface risks earlier, test assumptions quickly, and make better decisions before building.

Morgan Stanley · **Enterprise Coach** · May 2020 – Jul 2023

Led transformation across 15+ technology and risk management teams during modernization of lending exposure, risk reporting, and analytics systems. Elevated planning, prioritization, and executive engagement across one of the bank's most data-intensive functions.

- *Portfolio-level Optimization:* Coached, mentored, and guided over **100 global team members**, improving **predictability by 40%** and contributing to a **63% increase** in project delivery for 15+ business and technology teams. Institutionalized performance tracking via KPIs, agile metrics, and rapid feedback cycles — enabling data-informed iteration and improved planning accuracy.
- *Diagnosis and Capability Mapping:* Built a deep understanding of each team's **underlying dynamics and needs** through strong relationships, then designed custom learning and coaching plans to support each team's culture and opportunities for improvement.
- *Cultural Transformation:* Achieved **100% maturity advancement** across all coached units, moving teams from "Established" to "High Performance" within a year. Recognized by leadership for enabling ambitious, data-driven, feedback-rich environments.

Digitalundivided · **Chief of Staff to CEO** (Aug 2019 – May 2020)**, then Organizational Coach** (May 2020 – Sep 2021)

Provided direct support to the CEO and co-led the transformation of Digitalundivided, an award-winning tech incubator for women founders.

- *Transformation Strategy & Planning:* Led the founding team through the **Bridgespan Leadership Accelerator,** facilitating multiple workshops over 6 months to redefine its mission, intended impact, theory of change, value proposition, and operating model.
- *Leadership Staffing and Training:* After organizational restructuring, tasked with recruiting and training the executive team for Research, Programs, Development, Operations, and Communications departments. Supported the existing staff through leadership changes.
- *Organizational Coaching:* Transitioned to an external coaching role. Led monthly workshops with 40+ staff and coached executive leaders through organizational change and adoption, contributing to a **4x increase** in annual revenue in 18 months.

JPMorgan Chase · **Sr. Associate, Learning & Development Technology** · Nov 2015 – Apr 2019

- *Enterprise Learning & Onboarding:* Agile Delivery Manager for multiple technology teams. Led development of a global learning app for 250K employees and directed the program to streamline onboarding for **3,000+ hires** a month nationwide. The onboarding app cut clearance time by **50%** and help desk calls by **60%**, with 100% adoption across U.S. locations.

eProSoft · **Portfolio Manager** · Apr 2013 – Nov 2015

- *Portfolio Management:* Led a team of 30 developers and analysts. Managed a **$5M+ project portfolio** for clients including Johnson & Johnson. As the second U.S. hire, helped the agency grow from **20 to 200+ employees;** managed projects that accounted for **40%** of the agency's revenue. Led the development of a global sales app for a Fortune 500 medical devices company. It was used by 1,000+ reps, driving a **3.5% increase in U.S. sales and saving $10M** in IT costs.

Education & Certifications

ICP-ACC · **The Agile Company** · **2020**
Agile Coach certification accredited through ICAgile.

Graduate · **Accomplishment Coaching** · **2019**
12-month intensive coach training program accredited by the International Coach Federation (ICF).

Cohort 2 Founder · **Digitalundivided** · **2017**
Tech incubator; selected as one of the top 5 startups from 120+ companies.

B.S. Hotel Administration · **Cornell University** · **2009**
Received Dean's List honors and multiple scholarships that funded 80% of tuition.

Other Work Experience

Owner, Space at Sanctuary, Jan 2021 – Mar 2023

Founder, Sola Travelers, Jan 2017 – Dec 2019

Consultant, Paragon Solutions, Jan – Apr 2013

Consultant, Clinique, Jan 2012 – Dec 2012

Consultant, Omnicom, Sep – Nov 2011

Mgmt Consultant, PwC, May 2010 – Jul 2011