



Ana Emilia Ruby B. Palma, LIM Coach – Philippines

Ruby Palma, finished her Business Degree in Economics from the University of the Philippines, Diliman, and Masters in Business Administration from the Ateneo De Manila University in the Philippines. She also took short term post degree management courses from IMD in Switzerland and from the Asian Institute of Management.

Ruby is a seasoned Human Resource professional with demonstrated and recognized strengths in organizational development (OD) and strategic learning and development, and helped to develop a program that was awarded the Outstanding Personnel Program by the Personnel Management Association of the Philippines. Before joining LIM she served as Regional Learning and Development Director for AstraZeneca in Asia Pacific where she designed the strategic learning agenda, and development of talents for 14 markets in the region.

Prior to her role in the Asian Region, Ruby was Human Resource Director of the Philippine operations. In this role, she was played a strategic part in the merger and integration of two companies Astra and Zeneca and drove the evolution of the new AZ culture, led and navigated change, designed employee communication strategies, and managed a 20 - strong HR & Administration team.

As a big picture thinker, Ruby's expertise includes a keen sensitivity and ability to develop and motivate high performing teams, and to coach executives in transition.

Areas of capability include:

Global Leadership Development	Action Reflection Learning™
Team Development	Cross-cultural Communication
Executive Coaching	Languages: English, Tagalog
Strategic Learning & Development	Managing Organizational Change

We develop your leaders while they develop your business.