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Ruby Palma

Philippines – Founding Principal Partner, and Certified Shared Leadership & Team Coach of Leadership in Motion (LIM) Global Philippines.

Ruby, Past President of the International Coaching Federation (ICF) Philippines Chapter and is a qualified PCC Assessor. She stands as a pioneer, having achieved the Advanced Certificate for Team Coaching by the ICF. Her expertise includes keen sensitivity and ability to coach executives, mentor leader coaches, develop, and motivate high performing teams. Ruby has over 2,500 coaching hours and serves as Program Manager of the Shared Leadership Team Coach Certification Program (TCCP) in the Philippines.

Ruby was Asia's rep to the Global Learning, and Development (GLAD) network of AstraZeneca where, along with representatives from different regions of the world, she worked in the implementation of global L&D programs. She designed the strategic learning agenda, ensuring robust development options for 14 markets in the Asia Pacific region. As HR Director, she played a strategic role in the merger and integration of a number of pharmaceutical companies, drove the evolution of the new culture, led change initiatives, and supported successful career transitions.

Ruby earned her Business degree in Economics from the University of the Philippines, Diliman and MBA degree from the Ateneo De Manila Graduate School. She took a post degree management course from IMD in Switzerland. She was conferred Outstanding Professional Award in the field of social sciences and human ecology by the UPAAV. Ruby is certified to administer the Myers Briggs Type Indicator and to conduct MBTI based programs.

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