

TONI PADRELL

People & Culture

Transformational and Human-Centered Leader



TONI PADRELL

People & Culture executive with 15+ years leading organizational transformation, empowering leaders and aligning people strategy with innovation, growth and inclusion. Founder of Crescent, a firm specialized in leadership and cultural transformation.

Location Sant Cugat del Vallés (BCN)

Languages English · Spanish · Catalan

CONTACT INFORMATION



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PROFESSIONAL OBJECTIVE

Looking to be part of the **People & Culture team** in a large company, supporting people through internal change and fostering an inclusive and collaborative work environment.

KEY COMPETENCIES AS CAREER MILESTONES



EXECUTIVE EXPERIENCE

2025

FOUNDER & EXECUTIVE CONSULTANT at CRESCENT, a boutique firm in Conscious Leadership & Change Management | Executive Coaching & Cultural Transformation (Present)

2024

PROFESSOR OF LEADERSHIP PRACTICE at ESN | London Business School: Full Professor | Leadership Practice | 20 students (Present)

2023

DIRECTOR OF STRATEGIC GROWTH & TEAM LEADERSHIP at Onedirect Team Leader of 5 People | PPC Advertising Strategy Development | €2M Budget Allocation

2022

DIRECTOR MARKETING OUTSOURCING at Lifting Group Team Leader of 15 People, 4 teams (Barcelona, Madrid, Valencia) | Focus: People Empowerment, Team Cohesion, P&L Optimization

2010

BUSINESS INNOVATION ENTREPRENEUR at Toni Padrell & Crescent Leadership Consulting (Present) Digital Business & HR Innovation | Mentoring & Executive Coaching | Trainings and Workshops Facilitator

2002

MIDDLE MANAGEMENT at Deutsche Bank, Allianz, Stanley & Decker Middle Management Operations | Controlling & Reporting | Supply Chain & Marketing

EDUCATION & CERTIFICATIONS

ESADE Business School

LIC & MBA
1996 - 2001

INUSUAL Business School

Innovative Leadership
2022

Protagonista de Cambio

Transformational Coaching
2023 - 2024