

Sandra Cano

Coaching Profile



Sandra Cano, ACC
Hogan Coaching Network

Background

Sandra Cano is an executive leadership coach who partners with senior leaders in technology, fintech, and global enterprises to strengthen leadership impact, influence, and strategic decision-making. With more than 25 years of experience, Sandra brings a unique perspective shaped by her work inside some of the world's most influential technology and financial organizations.

Before founding her coaching practice, Sandra held senior executive talent roles at AWS, Visa, and General Electric, where she partnered with leadership teams to attract, assess, and develop executives who drove innovation, scaled global organizations, and navigated complex transformation initiatives.

Today, Sandra coaches executives and senior leaders across technology, financial services, and high-growth organizations. She integrates the Hogan assessments with practical executive coaching to help leaders translate insight into measurable leadership impact.

Professional Experience

Founder and CEO, Sandra Cano Executive Leadership Coaching

Senior Executive Recruiter, Amazon Web Services (AWS)

Global Executive Talent Acquisition, Visa

Executive Talent Partner, GE Digital

Education and Certifications

Associated Certified Coach, International Coaching Federation

Bachelor of Science - Industrial Relations, Universidad Iberoamericana

Client Experience

Accenture, Amazon, Atlassian, AWS, Boeing, Chainlink Labs, Culligan International, CVS, Duke Energy, GE, GE Digital, Gilead Sciences, How Women Lead, PayPal, Visa, Western Union

Executive Coaching

Executive Selection

Diversity and Inclusion

Leadership Development

Talent Management

Succession Planning

Team Assessment

Team Development

360 Surveys and Feedback

Career Management

On-boarding