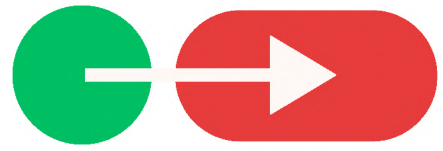


Gala Grigoreva
CMO at Adsterra

The Impact-Driven Leader: Building Trust, Culture & Sustainable Growth





Growth is relational

- Technology accelerates work
- AI increases speed, complexity and accountability
- Reputation is shaped publicly
- Culture is visible from the outside
- Growth depends on trust

Edelman's 2025: 61% of people globally feel frustrated with the system. Business must rebuild trust through action: supporting communities, creating opportunities, and helping people build skills.



SCALE Framework

Scaling impact from self to society



Self

Conscious leadership starts with awareness and inner clarity.



Connection

The leader creates trusting relationships and empowered teams.



Alignment

Values and purpose drive decisions and sustainable growth.



Local Relevance

Cultural intelligence makes impact relevant in every community.



Ecosystem Impact

Purpose-driven leadership creates long-term value for all.

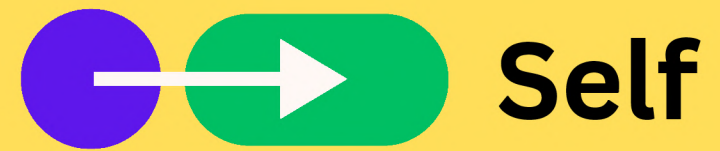
The Leader as Architect of Trust

It is built through:

- Transparency
- Consistency
- Integrity
- Empathy
- Competence Courage



Google's Project Aristotle: team effectiveness depends less on "who is on the team" but more on how the team works together, with psychological safety as the first dynamic.



Trust comes with conscious leadership





**Conscious leadership starts
with self-awareness,
embodiment of integrity and
the maturity to lead beyond ego**

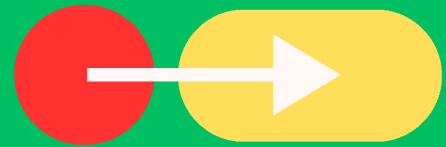
The Leader as Storyteller

A leadership story answers:

- Where are we going?
- Why does it matter?
- Who are we becoming?
- What will we not sacrifice?

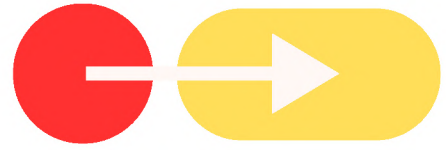


- **McKinsey:** 70% of employees say their sense of purpose is largely defined by work
- **Deloitte:** 89% of Gen Zs and 92% of millennials say a sense of purpose is important to their job satisfaction and well-being.
- **Edelman:** 84% of consumers say they need to share values with a brand in order to buy it.



Connection

**People follow meaning
before they follow metrics**

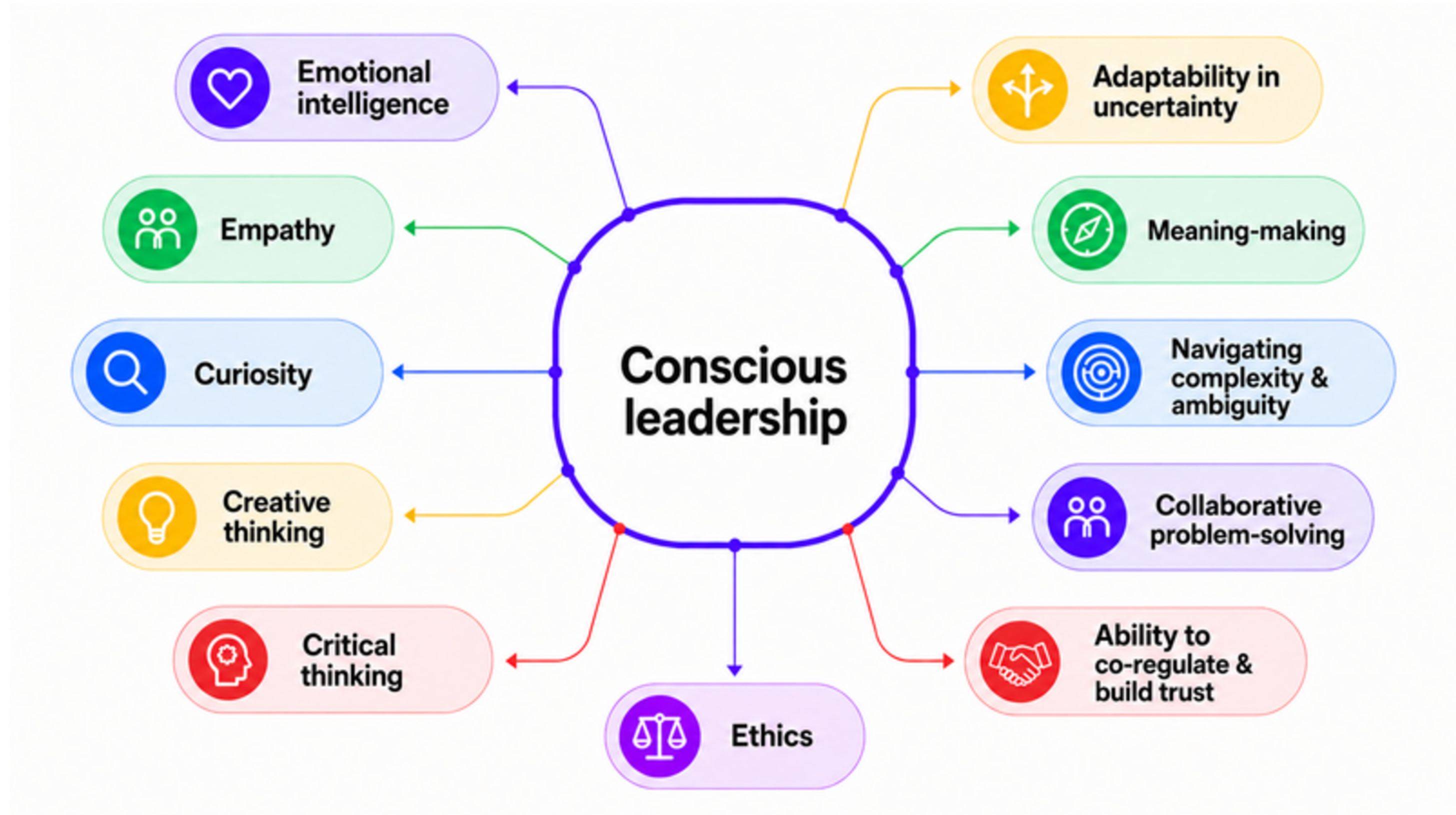


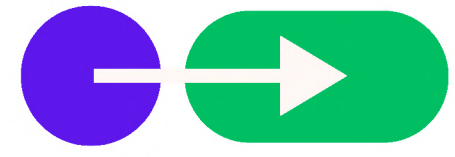
Alignment

Values said = communication

Values lived = culture

Human skills create values

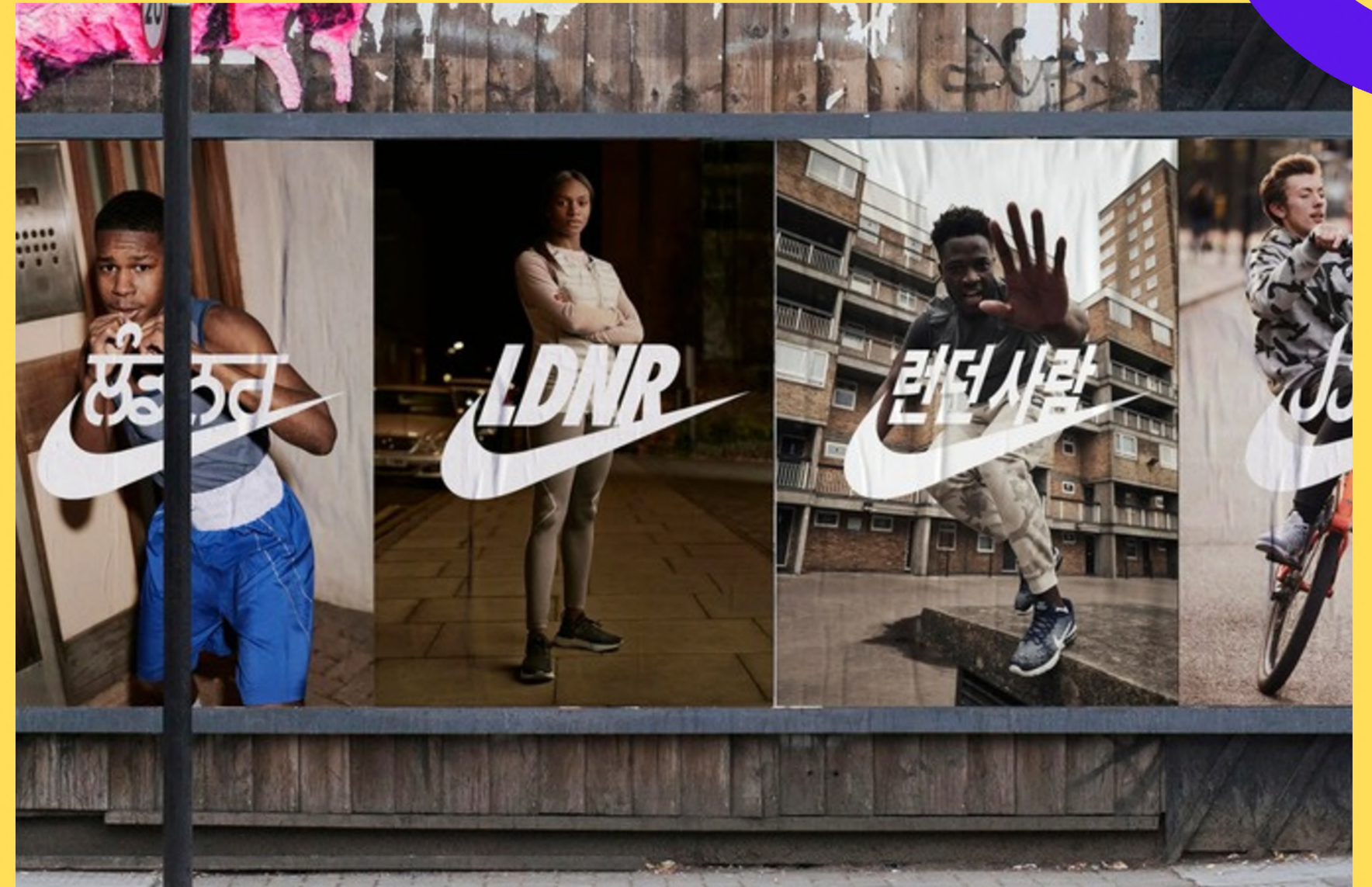




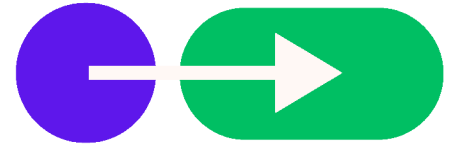
Local Relevance

Reach is global. Trust is local.

Cultural intelligence is a competitive advantage because it helps leaders build relevance, not just reach.



- CSA Research found that 76% of shoppers prefer product information in their own language
- x5-9 higher conversion with localized creatives
- Nike's "Nothing Beats a Londoner" did not show postcard London but its youth culture, real neighborhoods, and local energy



Local Relevance

**Cultural intelligence
starts with genuine
interest and respect**

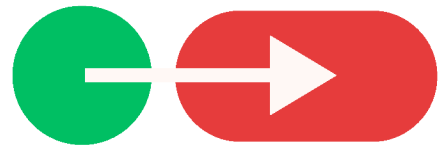
Purpose is credible when it is useful to others

Organizations should:

- offer visibility
- provide resources
- ensure credibility
- open doors
- help a community become stronger
- contribute to local or global sustainability



Gala Grigoreva



Let's connect

- CMO at Adsterra, 16 y in global marketing, 11 y in leadership roles
- Certified business & marketing mentor
- Corporate wellbeing trainer, productivity and stress management coach for high-performing teams
- Community leader at Women in Tech Cyprus
- Forbes 20 Women in Tech Cyprus Award, CMO of the Year - Women's Tabloid 2025
- International speaker and host

