



Federico Malatesta

Reimagine what's next.

*Executive and Transformational coaching for leaders
ready to disrupt their own narrative.*



MEDIA KIT & INTERVIEW PACKAGE

Available for: Interviews | Podcasts | Speaking | Essays

Federico as Coach

Federico Malatesta is the founder of **FM Transformational Coaching™**, a practice that unites executive insight, leadership frameworks, and lived experience to explore how identity evolves through change.

Rooted in narrative theory, neuroscience, and contemporary psychoanalytic thought, **Federico's work helps individuals and organizations** interpret context, act with coherence, and translate insight into meaningful, sustained results.

"Success, crisis, or quiet restlessness. Every pivot begins the same way: a question you can't quite silence."

Federico Malatesta

Programs Overview

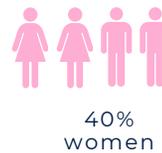
FM Executive Coaching™

FM Transformational Coaching™

Each program offers two coaching pathways:

- **FM Ignition™** - rapid pattern disruption.
- **FM Mastery™** - deep narrative recalibration.

Clients Demographics



55% US
45% Europe, UAE, SEA

From the Boardroom to the Arena

Previously Chief Investment Officer for a \$40 billion energy portfolio, Federico now applies the discipline of global finance to the psychology of transformation.

Born in Rome, Italy, his life has spanned several countries and countless roles: academic, journalist, entrepreneur, traveller, and ranch hand. His story is less a résumé than an exploration of how identity shifts across contexts.

Certified in Executive & Transformational Coaching | EQUUS Coach® | New Life Story® Wellness Coach | ICF Member

The Artha Ranch and FM Equine Coaching™

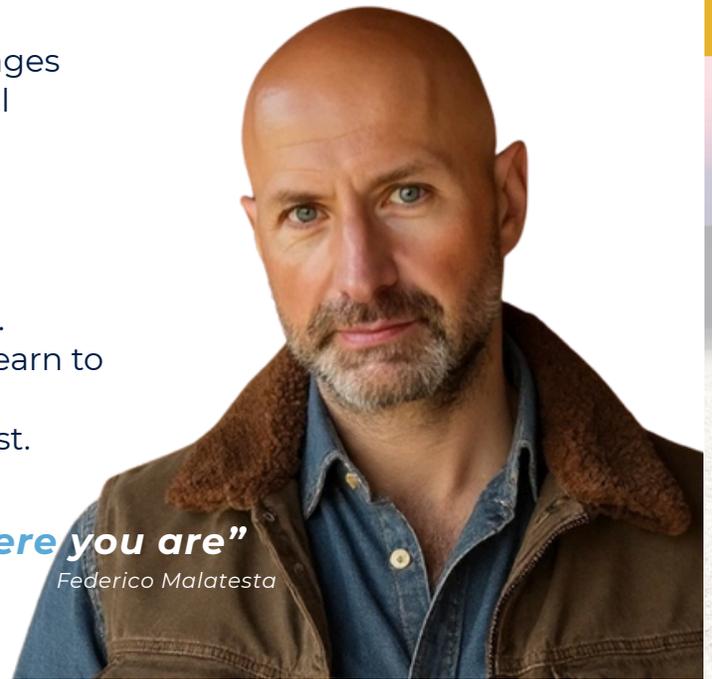
Where Transformation becomes Real

Founded in 2022, The Artha Ranch in Texas functions as both a reflective coaching retreat and a working horse ranch, where Federico breeds and rides reined cow horses, keeping the work of transformation grounded in the grit of daily reality.



Through his signature FM Equine Coaching™ program, Federico engages with Executive and Transformational coaching clients in a rare form of experiential learning.

Horses respond instantly to shifts in presence, emotion, and intention, reflecting what words often conceal. Within this silent dialogue, leaders learn to align thought, emotion, and action, deepening empathy, clarity, and trust.



“Horses meet you exactly where you are”

Federico Malatesta

Five Key concepts of Federico’s coaching approach

- 1. Change** has no fixed rhythm. It unfolds as disruption or inquiry, depending on the story being lived.
- 2. Leadership** is choosing direction amid uncertainty - and taking ownership of what follows.
- 3. Purpose** is not **Meaning**. Purpose points forward - toward projects and goals. Meaning looks back - at how experience coheres into story.
- 4. Adulthood** is the courage to hold complexity without collapse. It demands integrity, not certainty.
- 5. The “Authentic Self”** is a myth. The self exists only in relation to others, circumstances, time, and is rewritten with every encounter.

Federico as Author

Federico writes and speaks on leadership, identity formation, and the complexity of midlife transformation. His essays appear in his newsletter *'Almost Everything Is Context'*, published across his website and Substack.

He is the author of two books - *Trading On Line (1999)* and *Oil and Europe (2000)* - and is currently writing his third, an exploration of selfhood, desire, and the challenge of redesigning life's second act, to be published in 2026.

Conversation Starters

Prompts that lead to richer, more dimensional conversations about leadership, culture, and the human condition.

1. Why do you describe the **second half of life** not as decline or reinvention, but as a redesign of one's internal architecture?
2. Can anything be true outside of **context**, or does meaning always depend on where we stand?
3. You've written that modern culture confuses **clarity** with **certainty**. How does that misunderstanding shape the way we lead and live?
4. You argue that the body can inform us, but not define us. How should coaching rethink the **role of the body** in awareness and decision-making?

"A life worth living remains open to revision, encounter, and change."

Federico Malatesta

CONTACT & RESOURCES

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Official website

Newsletter

