

Julie LaCroix, MA

Julie LaCroix is a career counselor and professional career development coach for emerging professionals in growing organizations. She has been guiding executives as they pursue their livelihoods and their passions throughout her career. A former Wall Street recruiter for nearly a decade, she discovered that her own sense of purpose was firmly grounded in helping talented individuals strengthen and define their personal stories as they climbed the ladders of success.



Julie brings to the impressive distinction of being part of the launch team for Bloomberg's electronic trading platform for the equity markets, as she leveraged her professional trading expertise with Merrill Lynch. Her proficiency in this category of software dovetailed with her interest in executive potential and achievement, which launched her in the field of executive search. With an M.A. Ed in Educational Counseling from Azusa Pacific University, and a B.A. in Psychology from the University of California, Irvine, Julie contributes a unique understanding of real-world business experience and the underlying motivation that drives professionals to make the right career choices.

As she engages with her clientele, she helps identify and develop the tools needed for each client to differentiate themselves and maximize their potential. She customizes each client's career management strategies based upon helping them define and focus their expertise and present it effectively. She guides their career development and advancement through identification of work values, perception management and goal attainment. Julie is a firm believer that each professional has his or her own intersection where livelihood and greater purpose meet.

Key Highlights:

- Julie has coached more than 20 professionals at a major Southern California professional investment services firm. Her background in this industry combined with her comprehensive approach to career development has helped this company attain a high level of productivity and improvement in their young employee base. Julie has been able to help these professionals manage their image, advance toward their goals, and has provided feedback to management on their strengths, values and weaknesses. As a result, management has a clear idea of how to incentivize and reward these workers as they reach their high potential.
- Authored over 150 pages of curriculum designed for assisting emerging professionals develop and advance their careers. Additionally, she has

designed numerous workshops and seminars designed to educate and refine young workers on professional practices.

- Certified in MBTI and various career assessments.

Companies I've Consulted With:

- Intel
- Capital Group
- LPL Financial
- Nicholas Applegate
- Canyon Capital Advisors
- Cisco
- Paine Webber
- Morgan Stanley
- Russell Investments
- Oppenheimer Capital
- NationsBank
- Barclays Capital
- Bank of America
- Duncan-Hurst
- Thomas Weisel Partners
- Wedbush Morgan Securities
- Pacific Alternative Asset Management Company

Geographies I've Worked In:

- New York City, NY
- San Francisco, CA
- Boston, MA
- Los Angeles, CA
- San Diego, CA
- Orange County, CA
- Portland, OR
- Seattle, WA
- Anchorage, AL
- Phoenix, AZ
- Albuquerque, NM

Leader Positions I've Coached:

- Emerging professionals, first line managers, Directors, VP's, CFO's

Business/Talent Challenges I've Helped Leaders Solve:

- Presentation Skills
- Leadership Skills for the Emerging Professional
- Active Listening
- Giving Feedback
- Getting Buy-in
- Gaining Visibility
- Mentoring Programs
- Managing Perceptions / Image
- Business Communication Skills
- Work Adjustment
- Goal Setting
- Values and Skills Identification
- Outplacement

Leadership Experience:

- Julie serves as a Board Member of the Orange County chapter of Professional Coaches, Mentors, and Advisors (PCMA). She is responsible for speaker selection for the members-only event where a focus is on education and training. She has been a member since 2010
- Julie is a member of the National Career Development Association, where she was invited to present at the 2011 national conference. She co-presented with industry leader, theorist and author, Dr. John D. Krumboltz, on the topic of Applying Social Learning Theory to Career Exploration, as well as other topics including the America's Aging Workforce and Best Practices for Career Advancement: Accelerating the Success of Millennials.
- A popular speaker for organizations focused on the career development of their members, Julie is frequently invited to present on a variety of career topics including Values in the Workplace, the Aging Workforce, Millennials as a Second Language and the Hidden Job Market