

Laura Perez, BS, CEC

Laura Perez is a Certified Executive Coach, facilitator, and management consultant with more than 20 years of experience, guiding individuals and organizations toward realizing their fullest potential. In doing so, Laura uses her distinctive style, proven tools, and ground-breaking strategies to help clients achieve personal and professional excellence. Laura unleashes the power and knowledge of both executives and senior-leadership teams to maximize teamwork, enhance leadership skills, effectively manage complex board-level dynamics, and successfully navigate challenging organizational transitions in achieving strategic goals and positive outcomes. Laura works with leaders to help them discover where they want to go and identify the best path to get them there. In doing so, she has worked with some of the most respected business leaders in the medical, construction, high tech, banking and government sectors, nationally and globally including Presidents, CEO's, and other C-level leaders of these top tier organizations and Fortune 500 companies in the San Francisco Bay Area, Silicon Valley, Sacramento Region, Asia, and Europe.



Under Laura's leadership as a former sales and marketing executive in the Silicon Valley, she was instrumental in growing company sales to over \$9 million dollars in the first year, making them one of the fastest growing Basic Input/Output Systems (BIOS) software companies in the valley. Laura further applied her expertise and knowledge of best practices, trusted advising, and business rapport to gain the confidence of her customers in achieving company goals. By taking her passion and leadership qualities to her community, Laura has made a profound difference in the lives of business professionals she has worked with and also with those she has known on a personal level.

Laura holds dual degrees from the University of Phoenix with a Bachelors of Science in Business Management and Bachelors in Business Administration. She is also certified from the Institute of Professional Executive Coaches, in addition to being accredited with the Leadership Performance Inventory, Inc.

Key Highlights:

- Worked with a large company to coach and groom three potential executives to become the next President/successor of the organization. Devised processes to understand each executive's strengths, values, and leadership capabilities. Coached individual candidates to ensure they understood the business as a whole to comprehend the component of each department, their functions, processes, and departmental best

practices. As their trusted advisor, I engaged them in leadership exercises to overcome weaknesses and develop strengths that were identified as important to becoming the successor. I further challenged their assumptions in problem-solving, decision-making, and identifying core issues with known challenges. I provided guidance in transitioning to a leadership role and developing an organizational vision.

- Coached CFO to improve leadership skills and assist in overcoming weaknesses and developing strengths to secure a position with an aggressive company in the construction industry. Challenges included business collaboration and communication. To focus on these challenges, I provided tools to improve communication techniques, leadership skills in communicating vision and direction, and create accountability. I further challenged the CFO to make organizational business decisions versus making decisions at the departmental level. Improving communication assisted the CFO in getting involved with senior leadership and become a leader in strategic planning, in addition to developing and forming relationships with business partners and the community at large.
- Successfully coached SVP of Operations in utilizing adaptive leadership skills to sharpen his ability to respond to critical situations and maintain flexibility during a major organizational shift. Advised him on social and emotional intelligent skills to sustain and build rapport with direct reports in the U.S. and Asia to minimize turnover risks. Worked on elevating effective communication channels, increasing leadership effectiveness and performance, ensuring departmental alignment with organizational goals during company growth.
- Coached senior business partners in a fast growing and thriving business to advance their leadership effectiveness during growth. Developed their ability to make critical business decisions, advised best practices to improve efficiencies in processes, and challenged their assumptions in strategic planning. Challenges included software conversions, time management, communication, and planning to sustain the organizations growth internally/externally. Worked with improving decision-making abilities, identifying roadblocks, and creating a viable vision. I additionally worked and trained their team of 7 executives to improve productivity, identify and prioritize challenges, and delegate responsibilities as deemed appropriate. Received outstanding participant reviews.

Companies I've Consulted With (and Years With Each Company):

- CV Enterprizes 1996 -1997
- Gallina LLP 2000 – 2001
- Fountain Enterprise 2002 – 2003

- McBride Enterprise, LLC 2003
- Ford Enterprises 2004 – 2005
- Brand Cubed 2010
- Capital Health Care West 2010 – Present
- Ramos Oil 2010 - Present
- Capay 2011 – Present
- Kodiak 2011 - Present
- AMCC 2010 - 2011
- Roebbelen 2008 - 2011
- Morgan Stanley 2011

Geographies I've Worked In:

USA, Europe, and Asia

Leader Positions I've Coached:

- CEOs and Presidents, Board members, other C-Level leaders, Partners and Managing Directors, Sr. Vice Presidents, Vice Presidents

Business/Talent Challenges I've Helped Leaders Solve:

- Increasing Innovative Thinking
- Communication/Interpersonal Skills
- Coaching and Developing Others
- Effective Delegation and Empowerment
- Effective/Adaptive Leadership
- Image Improvement
- Talent Retention and Turn-over Risk Assessment
- Career Development
- Performance Management
- Time Management/Priority Setting
- Succession Planning
- Effective Conflict Resolution
- Board Presentations
- Social and Emotional Intelligence
- Develop/Increase Strategic and Innovative Thinking

Leadership Experience:

- Piloted and facilitated a non-profit in Northern California serving women business owners of small to medium size businesses by providing an environment to executive women enabling them to network with leaders from other industries and business cultures, to openly share company

issues and discuss solutions with a select group of other trusted advisors on a monthly basis.

- Consulted at Sacramento State University, CSUS (a former Board Member) with other CSUS members and President on defining and assessing campus challenges, establishing strategic plans of action to effectively change and manage policy, successfully coached and provided counsel establishing clear direction, gaining trust from board members and the President.
- Inspired and successfully created a leadership forum dedicated to educating organizations and their leaders by sharing industry best practices, promote cutting edge strategies, and discuss new approaches to solving company issues. The dynamic forum brings together industry leaders at a conference level to share successful business approaches in how to create a healthy work environment, become an employer of choice, how to make a healthy shift and promote a new culture, as well as discuss paradigm shifts in the economy, and new business approaches.
- Coached and led monthly strategic meetings to market and expand the organizations reach to corporations across the U.S.A board member of SACTO (Sacramento Area Trade Organization) A non-profit organization focuses on establishing strong community relations with business leaders in a variety of industries.
- A Board Member and member of the Advisory Council collaborated on the design and execution of Teen Leadership and Mentor program teaching entrepreneurial and leadership skills. Successfully facilitated and enriched the lives of hundreds of youth in the community.
- Keynote Speaker, Moderator, and Facilitator for business conferences and off-site executive meetings.