

Lisa Connors Vogt, ACC, CPC, APR

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EXECUTIVE and LEADERSHIP COACH

A results-driven coach with 30+ years of experience as a corporate and non-profit leader and entrepreneur. Proven track-record of partnering with business leaders to make transformational changes through amplifying strengths while addressing limiting beliefs. Robust public relations, marketing, and program management background provides a valuable perspective on communications, emotional intelligence and business growth challenges. A proponent of positive psychology, success to Lisa means seeing clients develop a greater sense of possibility and discovering how to tackle even the most daunting challenges.

ICF Certified (ACC) and Certified Professional Coach (CPC) from the College of Executive Coaching (CEC).

PROFESSIONAL EXPERIENCE

Ever Better, Executive Coaching and Consulting

Washington, D.C. region

Founder

2014 –Present

A strategic partner to executives, senior leaders and emerging leaders who inspires her clients to dream bigger than they ever dared to before. Challenges leaders to establish and achieve next-level goals. Holds clients accountable for continuously developing leadership skills as positive mindset and confidence grows.

Over 10 years of coaching experience with private sector clients at Marriott, EY (Ernst & Young), BJ's Wholesale Club, AT&T, United Educators Insurance, consulting firms and a telemedicine start-up; in the nonprofit sector at SOS Children's Villages, American Express Foundation and The Stafford Foundation. Government experience at the federal and county sectors. Partners with entrepreneurs to take their business to the next level and enthusiastically works with clients to elevate their consciousness to:

- ❖ Increase impact in current role
- ❖ Build high-performing teams
- ❖ Transition to a new role
- ❖ Initiate crucial conversations
- ❖ Improve work/life balance
- ❖ Identify untapped potential
- ❖ Elevate executive presence
- ❖ Increase emotional intelligence
- ❖ Create a more inclusive culture
- ❖ Develop high potential leaders
- ❖ Address blind spots
- ❖ Prepare for public speaking/media interviews

Lisa honed her skills in asking powerful questions through producing 90 episodes of the highly-rated Ever Better Podcast featuring guests who share inspiring stories of challenging career and life transitions.

United Educators

Bethesda, MD

Director of Marketing Communications

2013 – 2018

United Educators provides liability insurance and risk management services to higher ed and K-12 educational institutions. Coached executives on corporate culture, emotional intelligence, internal and external communications strategies including media interviews for *The Wall Street Journal*, *The New York Times*, *Chronicle of Higher Education*, and *Bloomberg Businessweek*. Established corporate social media ambassador program. Led marketing campaigns using PR, social media, content marketing, print and digital ads, video and email.

The Stafford Foundation

Reston, VA

Chief Operating Officer

2012 – 2013

Developed strategic plan, coached leaders and volunteers, managed grant program and budget for family foundation dedicated to elevating underserved populations.

ADDITIONAL LEADERSHIP POSITIONS

Responsible for coaching executives and emerging leaders, creating and developing teams, marketing, public relations, business operations, program management, consulting, fundraising, business development and budgets. All positions were in the Washington, D.C. region.

- ❖ **SOS Children's Villages**, Director, Marketing and Communications, 2008 – 2012
- ❖ **PlayWiseKids**, Owner and Chief Marketing Officer, 2003 – 2009
- ❖ **Sprint/Nextel**, eCommerce Senior Manager, 1999 – 2003
- ❖ **American Management Systems (AMS/CGI)**, Principal Consultant, 1996 – 1999
- ❖ **National Association of Securities Dealers (NASD/Nasdaq)**, Project Manager, 1993 – 1996

PROFESSIONAL CREDENTIALS

- ❖ **College of Executive Coaching: *Certified Professional Coach (CPC)*** with certificates in Executive Coaching; Emotional Intelligence; Appreciative Inquiry; Assessment Analysis and Use; and Coaching Feedback
- ❖ **International Coach Federation, *Associate Certified Coach (ACC)***, expected March 2019
- ❖ **Public Relations Society of America, *Accreditation in Public Relations (APR)***
- ❖ **Chesapeake Bay Organization Development Network**, Active Member

EDUCATION

Simon School of Business at University of Rochester

Masters in Business Administration (MBA), Finance and Marketing Concentrations

Colgate University

Bachelor of Arts (BA), English