

# POOJA DANG

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## Women's Executive Leadership Coach

High-Impact Workshops • Dynamic 1:1 Coaching • Breakthrough Outcomes • Accelerated Change

*Unlocking the hidden potential within women leaders to take organizations to the next level of excellence.*

12+ years of coaching, advising, and developing leadership skills for 500+ executive clients.

**Executive coaching & leadership development expert.** Deliver customized, mission-driven engagements that lead to positive organizational change, high-performing teams, and C-suite promotions. Quickly establish trust with clients to help them overcome obstacles and limiting beliefs so they can thrive at the highest levels of leadership.

**High-energy workshop facilitator & Consultant.** Built leadership coaching and career transition programs for UC Berkeley's WorkfitU wellness program; provided coaching through a professional services firm and an online career platform created for women; and served as a consultant on behavior change with a Silicon Valley UX design firm.

**Design comprehensive training programs, strategies, and tools that tap potential and unleash the power to excel.**

- Develop and lead rigorous workshops on behavior change, executive presence, and pathways to high performance.
- Infuse training with behavioral science strategies and habit design principles to boost leadership capacity, mental fitness, and career satisfaction. Transform mindsets by challenging beliefs.
- Accelerate momentum through a multi-pronged, no-BS approach that boosts confidence and sparks change.

**Partner with the organization and key stakeholders to set goals, assess progress, and measure impact.**

- Provide clarity, plans, metrics, accountability, and partnership to achieve transformative results.
- Guide and track check-ins at the start, middle, and endpoints to ensure measurable results.

### PROVEN RESULTS COACHING WOMEN INTO THE C-SUITE:

- ⊙ Groomed a VP for the CMO role at Perkins & Will.
- ⊙ Helped a VP of Finance at Generate Capital craft, navigate and execute a smooth job transition and succession plan for affected business units.
- ⊙ Equipped a VP of Asset Management with strategies to rescue a \$35M deal.
- ⊙ Retained a valuable GoPro senior director by crafting—with both the client and her VP-level direct manager—a robust 18-month career plan for promotion.
- ⊙ Coached a Google leader to break a cycle of burnout, rebuild trust, and delegate—freeing her to engage in the BIG picture strategic work.
- ⊙ Coached multiple startup founders through fundraising rounds.

### VALUED EXPERTISE IN:

- Executive Presence & Confidence
- Expanding Influence & Networks
- Establishing Credibility
- Interpersonal Communication
- Leadership Development
- Defining Vision & Strategies
- Accelerating Transition Success
- Leading Through Change
- Building High-Performing Teams
- Executive Workshop Development

### COACHING EXPERIENCE

Founder   Women's Leadership & Executive Career Coach • POOJA DANG COACHING	2012–Present
Behavior Change Consultant • AGENCY UX	2014–Present
Executive & Leadership Coach • SLATE ADVISERS	2015–Present
Career Consultant • CAREER CONTESSA	2017–2020
Behavior Change Coach • UNIVERSITY OF CALIFORNIA, BERKELEY	2014–2018

### EDUCATION, CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

BS, Business Administration, Actuarial Science/Finance • DRAKE UNIVERSITY  
Women's Executive Leadership Program • UC BERKELEY  
Professional Program in Women and Leadership Certification • UC BERKELEY EXTENSION  
True Tilt Profile Certification • TILT 365® || Certified Coach • TINY HABITS ACADEMY  
Behavior Design Bootcamp • BJ FOGG, PHD || Positive intelligence program • POSITIVE INTELLIGENCE, INC.  
Fellow of the Society of Actuaries (FSA) • SOCIETY OF ACTUARIES

## TESTIMONIAL EXCERPTS

*Working with Pooja as my executive coach for the last several years has been invaluable to my career. Having an objective 3rd party with whom to discuss challenges at work has helped me build a great team, mature as a leader in my company and (most importantly) continually push my own growth edges. Pooja is positive and constructive, but will also call you on your BS when it is warranted. Her no-nonsense, honest approach to coaching is why I trust her.*

— **Tara Dhimitri, Vice President, Asset Management at Generate**

*If I could sum up my experience with Pooja in one word, it would be clarity. For decisions large and small, she knew the right questions to ask to guide me toward decisions that align with my values. Her energy is contagious, and her no-nonsense style really helped me understand what was holding me back and where I could improve to move my career forward. I would highly recommend her as a coach if you are seeking to align your career with your personal values and looking for a strong advocate in your corner during a time of rapid advancement or change.*

— **Nicola Lwin, CFO at Sparkfund**

*I've been working with Pooja for close to 2 months and I've already seen a change in my day-to-day interactions at work with senior leaders and coworkers. She's helped refine my communication skills and increased my overall confidence in taking that next step in my career. Her direct approach and succinct delivery has helped me pitch "Anna" more effectively and I feel more confident that I know my...stuff. If you're looking for someone to deliver quality results in a short amount of time, I highly recommend working with Pooja!*

— **Anna Mckenzie, Director of People at Boutique Air, Inc.**

*I have had the pleasure of working with Pooja over the past year and cannot say enough about her energy, perspective, and approach. She is a positive force and a genuinely amazing person who can help anyone home in on the right problems to be solving and how to move through your professional challenges. Top notch professional for ANY woman in the workforce! Highly recommend!*

— **Kacey Sharrett, VP eCommerce at GoPro**

*Pooja is a fantastic executive coach. She excels in problem-solving, leadership, and skills development for executives. I've loved working with her and highly recommend her.*

— **Phaedra Randolph, CEO & Founder, Spero**

*With Pooja's guidance, I was able to reign in the chaos. She helped me create a framework for my day-to-day activities, so I always knew I was focusing on the things critical to my success and not getting mired in the thousand other things competing for my attention. I've always been a highly motivated individual, but Pooja took that to the next level. She coached me to make the most of every opportunity, failure, and success I faced. Her strategies kept me going during the 36 No's we got before we found the right investors and the startup took off. I can't recommend Pooja highly enough. With her help, I've been able to build an entire new set of leadership and management skills and know I can succeed in any environment, corporate or startup.*

— **Shefali Khanna, Founder & CEO, CDS Arts Foundation**

*After being promoted to lead a team consisting of my former peers, I wanted some professional guidance to help me navigate this new milestone in my career. Pooja's corporate background and experience coupled with her high-energy, approachable personality, are what initially appealed to me. With her guidance, I've developed new skills and strategies to manage and motivate my team and we're making an even bigger impact on the organization now. I have found my leadership voice and grown into the role successfully. I've learned how to express myself in a more influential, natural and authentic way and can easily take control of difficult situations. Pooja's "No BS" approach to tackling challenges and providing constructive feedback in an encouraging way without judgment is something I really appreciate. I now feel more confident as a team leader knowing that I'm taking my team in new and better directions with confidence. I highly recommend working with Pooja.*

— **Rebecca Pigg, VP, People @ Wisetack**