

Irina Cozma, Ph.D.

Coach | Consultant | Facilitator |
Speaker | Organizational Psychologist



Key Expertise

- Executive Coaching
- 360 Interview Based Assessment
- Hogan Assessments
- Individual and Team Assessments
- Career Coaching
- Leadership Training
- Leadership Development
- Talent Management
- Competencies & Skills Models
- Performance Management
- Talent Reviews and Succession
- Selection Assessments and Processes
- Behavioral Interviewing Training

Background

Irina is a coach, consultant, and speaker who helps professionals become possibility thinkers using the power of options. She believes we always have the option to become better at who we are and what we do.

With a decade of experience in talent management consulting and leadership roles at Salesforce and Wells Fargo, Irina brings a unique combination of business expertise and organizational psychology. She has coached and trained hundreds of C-suite executives, leaders, professionals, and entrepreneurs across industries, from start-ups to global corporations and from private to public organizations. She also coaches the Physician Executive MBA program at the University of Tennessee.

Today, Irina speaks, coaches, and consults on leadership, talent management, learning and development, career strategy, and talent acquisition. Known for simplifying complex challenges, she brings fresh perspectives grounded in psychological research, neuroscience, and real-world business experience.

Irina's style is direct, practical, and focused on expanding possibilities, challenging people to think differently and take meaningful action. Having lived, studied, and worked in four countries, she brings a global perspective and connects especially well with diverse audiences, including first- and second-generation professionals in the U.S.

Irina is an ICF-certified coach, a contributor to Harvard Business Review, and teaches at Purdue University. She speaks Romanian and works with clients across cultures and industries.

Professional Experience

Coach, Consultant, Speaker, Irina Cozma Consulting
Contributor, Harvard Business Review
Adjunct Faculty, Purdue Global University
Startup Mentor, Founder Institute
Executive Director, Head of Career Development, Wells Fargo
Sr. Manager & Leadership Coach, Salesforce
Sr. Consultant & Manager, DDI

Education

Ph.D. Organizational Psychology (U.S.)
M.A. Strategic HR Management (Spain)
M.A. Organizational Psychology (Romania)

Certifications

Certified Coach (ICF)
Certified Trainer (DDI)
Hogan Advanced Certification (Hogan)
Certified Behavioral Interviewing (DDI)
Certified Competency and Skills Models (DDI)

Irina Cozma, Ph.D. – Coaching

What coaching clients say about working 1-on-1 with Irina:

TRANSFORMATIVE

Deep self-awareness, confidence, and growth

PRACTICAL

Clear goals, practical tools, and immediate results

EMPATHETIC & CANDID

A safe, supportive space with direct, constructive feedback

"She was able to quickly diagnose the areas of improvement, devise a plan, and continuously reinforce with patience and empathy. I grew exponentially as a leader under her mentorship. If you are looking to grow your career or be a better leader, I highly recommend having Irina by your side."

Kish Sudusinghe

"She challenged me in a way that was exactly what I needed at the moment: beyond my comfort level, but always in a safe space. She helped me see my options differently, not by telling me what to do, but encouraging me to unconstrain my thinking, to take small steps today towards a larger goal."

Heather Vassilev

"She possesses an unparalleled ability to identify roadblocks to long-term success. Her expertise, empathy, and dedication have empowered me to overcome obstacles, seize opportunities, and lay the groundwork to elevate my career to new heights."

Carmen Prinston

"She enlightened me to so many things I could alter, and it made a massive impact. She reframed my thought process and showed me that I have the skills to succeed within me. You changed my life!"

Alaina DiGiacomo

"Working with Irina for the last six months and I can confidently say that she is truly exceptional! Irina provides candid feedback and has a wealth of resources to share with you to help you find answers to any problem."

Yuliia Deriuhina

"I have come away from each session with new direction she helped me self-realize. She helped me save a relationship with a colleague, leading to better outcomes for our organization and our clients. In the last year of working with her, I have grown in assertiveness and delegation, transforming my leadership."

Michele Walsh

"I've had the pleasure of working with Irina for several months, and her coaching support has been transformative for my career and personal growth. The coaching sessions were personalized, focused, and filled with actionable insights. Her coaching style is both supportive and challenging, pushing you out of your comfort zone."

Cristobal Aguilar

"Irina accelerated remarkable change in my life. I started trying to fix one area, and she guided me to see where my focus was actually needed. Truly life-changing."

Sarah Stever

Bring the possibilities into the room.

Irina guides professionals and executives through career pivots, leadership challenges, and complex workplace dynamics with psychological insight, strategic accountability, and actionable tools.

Irina Cozma, Ph.D. – Facilitation

What participants and clients say about Irina's workshops, talks, and learning experiences

ENGAGING	INTERACTIVE	PRACTICAL
Even with quiet or reluctant groups	Conversation, activities, reflection, and participation	Complex ideas made accessible and actionable

"Irina did a phenomenal job at making a complicated topic digestible and easy to understand, mixing lectures with games and independent reflections ensured that the participants were actively engaged in the session. Irina is extremely charismatic and knowledgeable!"

Ezra

"That was awesome!! The conversation was entertaining and engaging. This group is more introverted, but you were very skillful in keeping them engaged despite their tendency to be quiet. Your style is compelling and drew the group in. I enjoyed watching you work skillfully with them despite this challenge. It was particularly impressive given that you were on Zoom!"

Duke University

"Irina turned a potentially dry topic into one of the most engaging learning experiences I've had at Purdue. The class was interactive, thought-provoking, and fun with discussions that made me feel genuinely present and involved."

Purdue Global University

"I really appreciated the talk you gave for UConn today. This was fantastic and gave us a lot to think about. I liked that you formatted this as a conversation and shared your opinion and allowed students to share their opinions as well."

University of Connecticut

"You did a fantastic job. Your presentation was engaging, authentic, and very relatable. I thought you did a wonderful job, and I'd be delighted to have you speak to our audience again in the future."

NYU High School Academy

"The activities that you engaged us in have significantly inspired me to take crucial steps forward in owning my growth and taking action!"

Wells Fargo

"I really appreciated how you engaged the audience and loved the information you shared."

University of Tennessee

"In a session with 60+ participants, I felt like you were talking to me, and knew what I needed."

American Society of Associations Executive – ASAE

Bring the possibilities into the room.

Irina designs and facilitates learning experiences that combine research, conversation, practical tools, and active participation so people don't just listen; they think, engage, and act.