

# Deborah Herrera

Executive Coaching, Leadership Development



Cheryl Alexander & Associates

Leaders Engaging Hearts and Minds



***"Deb has been instrumental in my development as a leader. Not only does she listen, but is a master of asking questions that lead to self-discovery and resolution. Deb will celebrate the successes and facilitate learning within the failures. She is a master coach!"***

## Career Background

As an Executive Coach and former CFO, Deb is passionate about helping others realize their fullest potential, at the organization, team and individual level. Deb's passion is fueled by her own experience as a coaching client and the transformative effect it had on her life and her work. Her work as a coach is about leading fearlessly from the heart. She works with individual leaders to create that space which allows them to clear a path to focus on the big stuff that really matters. Deb is adept at working across all levels and with all functions in an organization.

Deb brings more than 25 years of experience as an accomplished senior finance expert for high-performing Fortune 500 companies and high-growth, mid-size businesses. She is known as a fearless leader and communicator, believing you must make a positive impact on people to have a sustainable impact on business. She attributes her success to her ability to inspire and motivate leaders and teams to think differently, stretch beyond comfort zones, and believe that they can succeed.

## Noted Accomplishments

- Experience with new C-Suite leaders seeking to find their footing in senior leadership roles and build relationships with key stakeholders including Board of Directors and external partners.
- Worked with Executive and high performing teams striving to get to the next level of performance, as well as teams struggling to find their identity and helping them to define how they work together.
- As divisional CFO at various companies, transformed the culture, recovered margin points, regained market share, stabilized operations, rebuilt vendor relationships, and ensured ethical business conduct while operating at the highest level of integrity.

## Education

Master of Business Administration from the University of Minnesota's Carlson School of Business; Bachelor of Arts in Accounting from Michigan State University.

## Additional Information

ICF Certified Executive Coach; Executive Coaching Certificate from the University of St. Thomas; Adjunct Faculty for the University of St. Thomas' Executive Education courses in Coaching for Managers.

## Specialties

- Executive Coaching
- Leadership Development / High Potential
- Career Transition and Exploration
- Work / Life Balance
- Team Leadership and Coaching
- Positive 360 Assessments

## Industry Experience

- Financial Services
- Consumer Packaged Goods
- Retail
- Manufacturing
- Professional Services
- B2B
- Education

## Certifications

- Shift+ Narrative 360