



Amy Soto

Executive Leadership Coach & Leadership Development Strategist

Amy Soto is an executive leadership coach and leadership development architect trusted by leaders and organizations when meaningful growth and stronger leadership impact matter most. With more than two decades of experience across industries—from entrepreneurial ventures to global enterprises—she has advised leaders at every level and designed leadership programs that translate insight into real behavior change, including highly regarded physician leadership programs that improved engagement. Grounded in both professional depth and lived resilience, Amy believes leadership development is both art and practice and helps leaders pursue meaningful growth grounded in candid self-awareness and authenticity.

Background & Industry Experience

Amy brings deep experience in executive coaching, leadership development, and organizational effectiveness across both the for-profit and nonprofit sectors. She has developed leaders in organizations ranging from Fortune 100 companies and healthcare systems to academic medicine institutions and international nonprofits and is known for translating leadership theory into practical experiences that drive behavior change. She has designed and delivered dozens of leadership programs—many spanning months or years—and is particularly recognized for her work in physician leadership development, contributing to measurable gains in engagement and leadership effectiveness.

At the Center for Creative Leadership (CCL), Amy served as Global Portfolio Product Manager, leading the design and evolution of flagship programs including CCL's C-Suite program, *Leadership at the Peak*, which maintained a 98 NPS. At Cone Health, she served as Executive Director of Organizational Effectiveness, leading systemwide leadership development for physicians, nurses, and senior leaders. She directed the Physician Leadership Academy, driving a 22-point increase in physician engagement and launched the Physician Leadership Learning Exchange to foster peer-based leadership learning and collaboration.

Earlier in her career, Amy held leadership development roles with Atrium Wake Forest Health (formerly Wake Forest University Baptist Medical Center), CCL, Starbucks, and Corbis, strengthening leadership capability in fast-paced and global environments.

What distinguishes Amy's work is not only her professional depth, but her lived experience. Having navigated significant personal loss, health challenges, and career setbacks, she brings resilience, humility, and perspective. She understands what it means to be vulnerable, to come from behind, and to rebuild—and brings that grounded strength to leaders facing defining moments.

Coaching Approach

Often described as a highly perceptive and discerning coach, Amy combines strategic insight, empathy, and systems thinking into her coaching approach. She creates psychologically safe environments where leaders clarify goals, address barriers, and make meaningful progress. Her clients have included C-suite executives, physician leaders, academic deans, clinical department heads, and high-potential professionals navigating complex change. Drawing on positive psychology, organizational system patterns, leadership behavior, and resilience science, she helps leaders translate insight into purposeful action while building the awareness and capacity required for sustained leadership performance. Grounded in both professional expertise and lived experience, she brings a steady, non-judgmental presence to moments where leaders feel exposed, uncertain, or under pressure, helping them navigate vulnerability with clarity, courage, and intention.

Example of Recent Coaching Assignments

- Director of National Laboratory (Physical Sciences): Leadership effectiveness, decision courage, and strategic thinking
- Chief Medical Officer (Healthcare System): Leadership effectiveness and organizational design
- Surgeon and Chief of Oncology (Healthcare System): Organizational complexity and internal dynamics
- VP for Ambulatory Quality (Healthcare System): Sustainable leadership performance and energy management
- Executive Director (National Non-Profit): Executive presence and leadership effectiveness
- National Senior Director, Communications & Marketing (International Non-Profit): Stakeholder dynamics & career strategy

Education

MA Organizational Management, University of Phoenix
Professional & Executive Coach Certification
Certificate in Positive Psychology

