

# LAURIE SIMONEAU

FOUNDER & PRINCIPAL CONSULTANT



As founder and President of Truwork, Inc., Laurie has been enhancing individual and organizational performance since 1990. With a creative and customized approach, Laurie provides training, coaching, and consulting services for US and international clients, with specialized experience in fashion and luxury. She is an external HR partner and service provider for major luxury and fashion industry groups.

Before founding a successful boutique consulting firm in 2003, Laurie was Vice President of Training and Development for an international fashion design house and an internal Organizational Development Consultant for a leading athletic footwear and apparel company.

As an active member of the human resources development community, Laurie has presented at international conferences for the Association for Talent Development (ATD) and the Society for Human Resource Management (SHRM). She holds leadership and performance coaching credentials from Brown University and the ICF (International Coach Federation). Laurie is published in the Corporate University Review and was quoted as a subject matter expert in a training article published in Workforce Magazine. She holds a BA in Communication from the University of Massachusetts Dartmouth and completed graduate studies in psychology at Harvard University and Pepperdine University.