



Executive Officer
Executive Coach, ACC

Heather Soubra

Heather Soubra knows from experience that all people have the capacity to love what they do and do what they love. Her coaching empowers professionals who want to develop their leadership skills, unlock their own inner wisdom, and step into the best possible version of themselves. Her direct experiences as a senior leader supplement her education and informs her experience as a leadership and executive coach.

Heather is dedicated to empowering her clients to reach their highest potential. Her process combines active listening with evocative questioning about what is possible. Senior executive leaders have reported that Heather has helped them to build confidence and trust in their own internal guidance system. She is passionate about cultivating workplaces where people thrive, creating their own paths for achievement while actively building team unity and open communication.

Heather's role as Chief of Staff, Strategist, and Consultant for the International Dairy Foods Association (IDFA) provided her experience overseeing and facilitating complex systems, human development, collaboration and inclusiveness across the organization to achieve strategic goals. Most recently, she joined the faculty at the George Washington Leadership Institute at Mount Vernon to facilitate leadership trainings and lead strategic planning sessions for government agencies, trade associations, and emerging leaders.

Heather conceptualized, designed, implemented, and led the IDFA People Strategy. She created a suite of programs focused on leadership and the cultivation of organizational well-being, as well as on building the workforce and organizations of the future.

A graduate of George Mason University, Heather earned her degree in intercultural communication and received her certificate in coaching from George Mason University's Institute for Leadership Excellence. She received her ACC coaching credential through the International Coaching Federation (ICF) and is a member of the Forbes Coaches Council.

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202.306.4144

