

Sarah Medlicott, CPCC, PCC

P.O. Box 8017

Santa Cruz, CA 95061

831.419.6161

affinity@cruzio.com

Sarah is a dynamic leader, who engages people in living into their personal and professional potential. She has an eye for details while keeping a clear path toward the greater vision. With a focus in leadership training and business development, she empowers people to create their lives with clarity, choice and ease.

Specialization

- Leadership Coaching and Training
- International Trade and Development
- Strategic Planning
- Project Management
- Event Coordination
- Marketing
- Public Speaking
- Nonprofit Development

Experience

2000 – Present Owner, Affinity International – Leadership and Business Coaching

- Developed and manage individual coaching practice with an emphasis on entrepreneurial leadership and business development
- Founded the Elemental Woman Leadership Program to teach a model of integrated leadership based on the 5 Elements of Chinese Medicine
- Developed and implemented systems for automation of ecommerce and emarketing solutions, including newsletters, client communications, blog posts and promotions
- Developed strategic partnerships and managed sub-contracted employees to meet the requirements of various clients and contracts
- Guided vision planning, strategic planning, business planning and marketing development efforts for individuals, businesses, networks and organizations
- Curriculum and training program development for various seminars and topical workshops for small businesses and non-profit boards of directors

2004- 2005 Interim Director, Silicon Valley Center for International Trade Development

2000 – 2008 Consultant, SVCITD

- Directed and managed 4 employees and 10 consultants to serve businesses in Santa Clara County, Santa Cruz and Monterey Counties
- Developed ongoing training, conferences and seminars
- Hosted and promoted more than 20 trade missions
- Identification and coordination of market research and resources for international trade
- Public presentations of the services and opportunities available for doing international trade
- Assisted California companies in successful global ventures
- Wrote the successfully awarded two-year Industry-Driven Regional Collaborative Grant for \$525,000 funded through the Economic and Workforce Development Program of the California Community Colleges in 2004 to develop a technology platform and coordinate the efforts of seven trade development and promotion agencies throughout the Silicon Valley and Santa Cruz county region.
- In 2006, co-wrote the successfully awarded four-year \$210,000 grant from the U.S. Department of Education in coordination with a matching \$210,000 grant from Centro de Aperfeiçoamento de Pessoal de Nível Superior (CAPES) Brazil, to develop a curriculum and academic exchange program between West Valley College, San Jose State University and Brazilian partner universities the Federal University of Itajubá (UNIFEI), the National Institute of Telecommunications (INATEL) and the Foundation for Analysis, Research and Technology Innovation (FUCAPI).
- As consultant in 2000, coordinated and implemented the California Mexico Trade Assistance Center Program to facilitate trade between businesses in California and Mexico

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2001 – Present Faculty, The Coaches Training Institute, San Rafael, CA

- Trained 1000's of individuals the in US, Europe, Norway, Middle East, South Korea, China, South Africa and Canada to become professional coaches

1999 – 2001 Life Coach, Excellence Coaching, Santa Cruz, CA

1997 – 1999 Development Coordinator, Applied Survey Research, Watsonville, CA

- Facilitated the development of quality of life indicators to assess community needs and measure community perception for Santa Cruz, Monterey, San Luis Obispo and Nevada Counties to use in guiding public policy and generating effective programs and services by public and nonprofit agencies

1996 – 1999 Project Manager, BusinessWise, Pacific Grove, CA

- Provided management services for nonprofit organizations, businesses and governmental agencies that needed project-specific management
- Proposal and grant writing for various awards and projects on behalf of governmental, non-governmental and private agencies including the award-winning US Conference of Mayor's City Livability Award for Monterey County in 1998
- Improved systems of organization and accountability including operations, organizational structure, policy and procedure manuals and quality initiatives for organizations and businesses

1993 – 1997 Program Assistant, Central Coast Small Business Development Center, Aptos, CA

- Managed database system, general office assistance, development of marketing materials and customer service for this organization that assists small and medium-sized businesses to start and grow their companies.

Education/Background

Sarah earned her Bachelor of Arts in Community Studies with honors in the major at the University of California, Santa Cruz, with academic emphasis in international trade and global development. During her studies, Sarah created a six-month internship with The International Coalition for Development Action, in Brussels, Belgium, where she developed policy analysis and acted as liaison for numerous nongovernmental organizations to the United Nations Conference on Trade and Development (UNCTAD), the World Trade Organization and the European Union.

Sarah attained her accreditation as Certified Professional Co-Active Coach through the Coaches Training Institute (CTI). In October 2001, she auditioned and was selected from a competitive pool as a trainer for the company. She holds certification in the Technology of Participation from the Institute of Cultural Affairs, Belgium, and the Self-Assessment Tool for Nonprofit Management, Drucker Foundation.

Sarah has lived and worked in France, Belgium, Italy and England, speaks French and Spanish, and has traveled throughout Eastern and Western Europe, South Pacific, Korea, China, New Zealand, South Africa, Central and North America. She is committed to building cross-cultural understanding, expanding human potential, singing, performing, art, dance and outdoor activities.

Affiliations

Member (2000), The International Coach Federation

Director (2003), Board of Directors, Santa Cruz Women's Chapter of Leads Club

LEAD Volunteer coach (2010), Community Foundation of Monterey County

References available upon request