Melissa Goodwin

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**Executive Coach & Professional and Leadership Development Keynote Speaker**

**PROFESSIONAL EXPERIENCE**

*2003-Present Melissa Goodwin, Owner, Carlsbad, CA*

Strategic leadership development coaching to high-level executives, business owners, entrepreneurs, and corporate managers and directors. Promotes a shift in the level of motivation, perspective, courage, and commitment in the client's personal and professional approach. Taps into the client’s natural resource of passion, competence and calling to uncover his/her human potential.

*2011-Present Ashford University, San Diego, CA*

**DIRECTOR, PROFESSIONAL DEVELOPMENT**

* Keynote speaker and content developer for a wide range of professional and leadership development solutions including presentations, webinars, online content, and social learning.
* Recognized presenter at National and International conferences such as ASTD, Chief Learning Officer Symposiums, Strategies, and SHRM.
* Creative content development specializing in breakthrough corporate topics including collaboration, team systems, coaching in the workplace, wellbeing, presenting with impact, leadership trends, and result-oriented workplace development.

*2009-2011 Bridgepoint Education, San Diego, CA*

**LEADERSHIP DEVELOPMENT MANAGER**

* Led the learning and development team to serve as organizational experts in diagnosing and consulting the business on leadership development and strategic talent management initiatives.
* Partnered with executives to develop mid through senior level management both to drive individual contributions toward business growth and in facilitation settings to initiate a strong professional development culture throughout the organization.
* Assessment, development, facilitation, and evaluation/measurement of all aspects of the companies flagship leadership programs created to successfully build highly efficient, successful performance, succeed company goals, encourage employee engagement, and foster innovation and creativity.
* Responsible for continually building the company's stock of human capital by developing effective programs that meet business needs to encourage employee development and success.
* Ability to engage and develop leaders to influence their teams through facilitating a wide variety of industry leading curriculum (Emotional Intelligence, DiSC, Myers-Briggs, Strengths Finder, 360 assessments, Speed of Trust), and collaborate with leaders on big picture development of an organizational leadership culture.

*2008-2009 Taylormade-Adidas, Carlsbad, CA*

***MANAGER, COACHING AND LEADERSHIP DEVELOPMENT***

* Responsible for a team dedicated to creating, managing and delivering leadership development programs, assessments, training seminars and classes, and coaching staff for empowered results.
* Consulted with management to identify, design and implement coaching and development needs based on business growth and change.
* Senior level coach with experience developing managers and supervisors individually and in small groups toward successful management practices and strong working relationships.
* Served as an HR Business partner within the organization.

*2007-2009 Lifebook, San Diego, CA*

***NATIONAL DIRECTOR of PERSONAL AND PROFESSIONAL DEVELOPMENT PROGRAMS***

* Strategically led the facilitation, programs and business solutions sector of two program locations throughout US.
* Coach and keynote speaker accountable for the delivery of four-day personal and professional development seminars consisting of leadership development, communication, business enterprise, relationships, and personality assessment.
* Doubled sales profit in less than a year by coaching all staff and customer service teams, and developing strategic initiatives to advertise the brand and create member retention within a team model.
* Developed strategic relationships with business alliances, establishing collaborative key working relationships with business partners, and training new directors in coaching and facilitation skills as well as content specific implementation strategies.

*2004-2007 The Sporting Club, San Diego, CA*

***MARKETING AND MEMBERSHIP DIRECTOR (2005-2007)***

***TRAINING AND DEVELOPMENT MANAGER (2004-2007)***

* Strong executive management of entire marketing, membership, and training/ development departments within a large, fast-paced multi-unit organization.
* Independently pioneered all creation, production and delivery responsibilities of the Training and Development department: created customer service training programs, performed assessments, facilitated all professional coaching, improved team structures, motivated staff toward goal attainment and increased revenue within organization.
* Played a consultative role by pushing the customer service initiatives to the next level by tailoring training to each department, writing curriculum and training manuals, and developing employees individually and as teams via feedback, role-modeling, and workshops.

*2002-2004 MPPC, Menlo Park, CA*

***PRODUCER AND PROJECT MANAGER***

* Specialized in recruiting and mentoring key leaders by facilitating personal and professional coaching on a weekly basis. Managed volunteer staff to develop and run all humanitarian programs. Areas of development included StrengthsFInder and 5 Dysfunctions of a Team consulting.
* Led the production of large weekly event catering to hundreds of participants by delegating tasks, hiring/managing guest speakers, supervising production teams and bringing cohesiveness to the program on a continual basis.
* Public spoke quarterly before audience over 400 and wrote nationally published relevant personal development monthly publications including printed books, magazine editorials, monthly newsletters, and video packages.

*1998-2002 WRS Athletic Club, Waco, TX*

***MARKETING MANAGER***

* Optimally led the implementation of marketing and sales department, transforming sales revenue from 40% to over 125% of budgeted annual goal within the first year.
* Partnered with company managers to create marketing campaigns, train employees, and utilize all resources to produce profitability and retention.
* Developed strategic relationships with club members to generate member retention and referrals.
* Training and coached staff members within the membership department to increase daily performance, attain professional goals, and expand personal capabilities.

**EDUCATION AND TRAINING**

**Masters of Psychology, Executive Coaching**

UNIVERSITY OF ROCKIES, Colorado Springs, CO

**Bachelor of Education in Health and Human Performance**

BAYLOR UNIVERSITY, Waco, TX

**Professional Certified Coach, PCC**

INTERNATIONAL COACH FEDERATION

**Certified Professional Co-Active Coach, CPCC**

COACHES TRAINING INSTITUTE, San Rafael, CA

**Certified Master Trainer of Emotional Intelligence (EQ)**, TalentSmart

**Certified Trainer of DiSC**

**Certified Trainer in LPI 360** (Kouzes and Posner)

**Certified Trainer of Franklin Covey Speed of Trust**

Additional Training specialization:

StrengthsFinder

MBTI

Professional Development Planning

**LINKED IN PROFILE:**

<http://www.linkedin.com/in/melissagoodwin5>