**Shannon D. Ratay** shannonratay@yahoo.com

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# Certified Professional Co-Active Coach

CPCC, ACC and leadership graduate, Shannon is dedicated to helping her clients ignite their wildest dreams through the achievement of greater success with more fun and ease.

Leadership development experience includes leading, creating, organizing and promoting workshops and events of 60+ people focused on developing and connecting female entrepreneurs as the Co-Founder of the Fearless Women Entrepreneur Network.

Other experience includes coaching new female entrepreneurs as the Program Coach for the Become a Fearless Entrepreneur Program; Adventure Travel Leader for six-day, outdoor, multi-sport vacations for up to 26 guests; media spokesperson for PowerBar.

WORK HISTORY

SHANNON RATAY COACHING, Oakland 2011 - present

# Dedicated to supporting clients in achieving what they want and having fun while doing it

**Certified Professional Co-Active Coach**

* Work with clients to support them in making the best possible decisions, taking consistent steps to move forward powerfully and doing their best work for themselves, their team and their companies.
* Specialties include: achieving greater success with more ease; developing more effective, engaged leaders; creating a targeted approach to self-development; enjoying personal satisfaction.

COACHES TRAINING INSTITUTE (CTI), San Rafael 2011 - 2012

# Oldest and largest in-person coach training school

**Project Consultant**

* Responsible for the accreditation process for the variety of governing bodies that grant CTI permission to teach its classes including: State of CA, State of MN, International Coaching Federation, and more.
* Successfully achieved college credit recommendations from the American Council on Education (ACE) for CTI’s Core Curriculum coaching courses and Co-Active Leadership Program; built strong relationships, created compelling application materials, strictly managed project deadlines.

FEARLESS WOMEN ENTREPRENER NETWORK, San Francisco 2009 - 2011

# Fostering emerging women entrepreneurs through education and community-building

**Co-Founder and Become a Fearless Entrepreneur Program Coach**

* As one of 4 founders, launched an organization focused on providing programs, tools, resources and connections that enable women to reach their full economic potential through entrepreneurship.

LEVI STRAUSS & CO, San Francisco 2006 - 2009

Creator of the original, authentic jeans and a leading brand for more than 150 years.

**Product Development Assistant** (2008 – 2009)

**Fabric and Finish Technical Assistant** (2006 – 2009)

* Dynamically orchestrated the coordinated efforts of merchandisers, designers, technical developers and international factories for approximately 2.5M units per year at Levi Strauss & Co.; expertise in project management, building strong teams and superior products.
* Increased responsibilities to include Product Development Assistant role in addition to Fabric and Finish Technical Assistant role starting in February 2008.
* Ensured the aesthetic and performance standards of all products were consistently met, across production locations, within budget, for on-time deliveries of superior products.
* Resolved key issues daily as the liaison between remote offices, international factories, designers, merchandisers, supply planners, customs, finance and others.
* Managed development, sample and pre-production timelines with meticulous attention to key dates in a fast-paced environment.
* Ensured rigorous quality standards were consistently achieved by overseeing the performance testing process; interpreted performance results and implemented corrective action plans.

RED COMPANY, Berkeley 2004 - 2005

Green-building focused, design and build architecture firm.

**Associate**

* Increased revenue, maximized exposure, and streamlined operations as the “Jill-of-all-trades” for an innovative architecture company.
* Defined market strategy and positioning; developed and implemented targeted marketing plan including web site creation, collateral production, and special event management.
* Planned and managed all aspects of an industry working group event with 50+ East Bay, green-building leaders that explored emerging, environmentally-friendly, building techniques.

BACKROADS, Berkeley 2003

The world’s #1 active travel company.

**Adventure Travel Leader**

* Led six-day, multi-sport (cycling, kayaking, and hiking) trips for groups of up to 26 guests.
* Used outstanding leadership skills, upbeat personality, customer service-focused attitude and setting of realistic expectations to deliver the best vacations of guests’ lives.

POWERBAR, Berkeley 2001 - 2003

The leader in the energy bar market; a division of Nestle, S.A.

**Coordinator, Corporate and Brand Affairs**

* Created and managed effective public relations campaigns for PowerBar’s five brands and brand extensions; implemented a creative communications vision by wisely directing creative agencies, developing clear work plans and controlling expenses with detailed budgets.
* Created the content, design, and oversaw production of PowerBar’s meetings, media events, presentations and related promotional materials; edited press releases, produced press kits.
* Expertly managed PowerBar’s annual department budget of $350K.

MOONSTONE MOUNTAIN EQUIPMENT, San Francisco 1999 - 2000

Innovative outdoor apparel and sleeping bag manufacturer that was owned by Esprit.

**Assistant Production Manager**

* Gained comprehensive understanding of soft-goods production cycle and supply chain as the Production Assistant for Moonstone, a 16-person outdoor apparel and gear company.
* Visited domestic and international apparel and sleeping bag factories as supervisor of quality control; worked directly with factory managers to set production standards and procedures.
* Consistently met tight production schedules and supervised meticulous quality control on products by managing all details of a production schedule that ran 3 seasons simultaneously.

THE NORTH FACE, San Leandro 1998 - 1999

Top retailer of technical outerwear, sportswear, sleeping bags and backpacking equipment.

**Customer Service Representative**

* Readily identified key customer issues. Always very responsive and quick to resolve problems; collected feedback and communicated outcomes.

REI, Berkeley 1997 - 1998

Major retailer of technical outdoor gear, clothing and footwear.

**Specialist in Outdoorwear and Footwear**

* Provided exceptional customer service and produced excellent sales results through in-depth product knowledge and a consultative approach to customers.

CORNELL COOPERATIVE EXTENSION, Cornell University 1996 - 1997

**Research Assistant**

* Developed comprehensive directory of apparel manufacturers in New York State and conducted surveys on their technology, labor, environmental, and business practices.

EDUCATION and SKILLS

**Co-Active Leadership Program (10 months),** Coaches Training Institute December 2012

**Certified Professional Co-Active Coach,** Coaches Training Institute August 2011

**BS, Textiles and Apparel**, Concentration in Fiber Science, Cornell University, Ithaca, NY

**Member:** Young Women Social Entrepreneurs, Future Women Leaders

**Computer Skills:** Working knowledge of FileMaker, SAP, Excel, Word, PowerPoint

**Hobbies and Interests:** Climbing, Yoga, XC Skiing, Biking, Camping, Backpacking, Hiking