



## EXECUTIVE PROFILE

Dr. Shahrzad Nooravi advises privately held and family businesses on building cultures that drive revenue, succession and brand strength. An author, speaker and professor, she believes meaningful change begins with personal leadership. Her philosophy is captured in her book, *A Powerful Culture Starts with You*. She has received multiple honors for her community leadership and CEO research.

## INDUSTRY EXPERIENCE

- Senior team assessment and alignment (leadership and culture)
- Post-merger integration and culture alignment
- Executive coaching for C-suite leaders
- Facilitation and group coaching for leadership teams
- Linking leadership and culture to financial performance

## EDUCATION

- PsyD in Organization Development: AIU
- Master Certified Coach: ICF
- Private Company Board Governance Certificate: PDA

## CONTACT

Shahrzad@StrategyMeetsPerformance.com

StrategyMeetsPerformance.com  
+1 312 286 0325

linkedin.com/in/shahrzadnooravi/

# DR. SHAHRZAD NOORAVI

ORGANIZATIONAL CULTURE EXPERT, BUILDER OF WINNING TEAMS, AUTHOR, SPEAKER

## BOARD STEWARDSHIP & OVERSIGHT

- Strategic foresight to surface leadership and culture risks early
- Judicious assessment of CEO and senior team alignment
- High-leverage questioning that strengthens accountability
- Oversight of culture and stakeholder trust as enterprise assets
- Contributing to board alignment and sound governance
- Enterprise-level judgment on leadership, culture and long-term value

## BOARD EXPERIENCE

- **INTERNATIONAL COACH FEDERATION** | Board President 2021-2022
  - Delivered 25 programs to 250+ members during the pandemic, stabilizing and growing the organization
  - Expanded membership by 20% through targeted community outreach
  - Recruited and onboarded 50 chapter members and 6 board members
  - Strengthened board performance through role clarity and engagement
- **ORGANIZATION DEVELOPMENT NETWORK** | Vice Chair 2021-2022
  - Reprioritized the strategic plan to create virtual learning, reducing costs and preserving revenue
  - Designed revenue-generating OD workshops for senior practitioners
- **RESIDENTS FOR TORREY PINES SAFETY** | Board President 2009-2018
  - Launched and led a resident-run board, mobilizing community activists to advance pedestrian and bicyclist safety in La Jolla
  - Collaborated with City Council, city agencies and community partners to secure \$2.25M in public funding for a pedestrian-activated crosswalk
  - Received civic honors including "Citizen of the Year" (City of San Diego, Circulate San Diego) and "Voice to Listen To" (La Jolla Light)
- **ROOM TO READ** | Chapter President 2010-2012
  - Designed and executed a strategy that recruited 40 volunteers and raised \$200K to build schools and libraries in developing countries
  - Partnered with Room to Read headquarters to expand reach and strengthen volunteer and donor engagement

## LEADERSHIP & BACKGROUND

- Founder & CEO, Strategy Meets Performance — Advising privately held and family businesses on leadership, culture and governance
- Professor of Leadership Studies, University of San Diego
- Former global talent executive and management consultant
- Interests: Martial arts, tennis, cooking, writing, international travel and time with family