



Avital Shernoff

Principal

Contact:

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Education:

- University of Wisconsin, Madison

Certifications:

- Coaches Training Institute
- The Leadership Circle Profile
- International Coaching Federation (PCC)
- Neuroscience for Coaching (BeAbove Leadership)

Selected Clients:

Kite, Adswizz, IBM, Uber, Shopify, MasterClass, Rotterdam School of Management

Avital is an Executive Leadership Coach with a vision. In the world she envisions, we are human in everything we do – in the way we lead, in the way we work and in the way we build organizations.

She's committed to helping people and organizations discover a way of being that's aligned with who they are and deeply rooted in a commitment to leading courageously.

Prior to becoming a coach, Avital was an accomplished leader in the creative industry, developing successful brands. Now she develops successful leaders. Avital has a keen interest in supporting ambitious women in their leadership development. She believes in the power of diversity and inclusion and hopes to see more women represented at the top in her lifetime.

She was born and raised in Los Angeles and now lives in beautiful Amsterdam with her husband and son. She left LA for what she thought would be a two-year adventure of living and working abroad. Over a decade later, she's still on that adventure.

