



SOPHIA ASSOCIATES

Awakening Leadership Within



Kelly Zafar

Innovation, Leadership & Team Coach; Organizational
Strategy Consultant

Alexandria, VA

info@sophia-associates.com

Kelly blends a background in business consulting with a passion for igniting human potential and organizational creativity. Her unique professional experience in the fields of coaching, consulting, brand management and enterprise development give her a broad base for helping organizations address strategic change and innovation by empowering leaders and teams. She is interested in generations at work and has worked extensively with emerging leaders. Kelly possesses a keen understanding of how organizational dynamics impact business performance, enabling her to work with clients at both a strategic and emotional level. Her approach combines insights and tools from management science, systems thinking, leadership and team coaching, and creative theory that she uses to help organizations grow and transform.

Over the course of her career as a consultant, Kelly has worked with corporate and nonprofit organizations in the U.S., Europe and Latin America, including Fortune 500 clients in the consumer packaged goods, high-tech, automotive, specialty chemical, and pharmaceutical industries. Having spent countless hours learning her clients' businesses from the ground up, she is as comfortable on the factory floor as she is in a conference room where her easy-going approach blends seamlessly with laser focus.

Kelly holds a BA in Economics from the University of Michigan, and an MBA from Stanford University's Graduate School of Business. In addition to her academic studies, she has undertaken advanced coaching training through the internationally acclaimed Coaches Training Institute, and has completed coursework in Systems Thinking and Reflexive Practice through affiliates of the MHA Institute. She is certified in the use of the Leadership Circle Profile and Culture Survey, and is an authorized facilitator of the Team Diagnostic Assessment. Kelly speaks fluent Spanish, basic Portuguese, and just enough Polish to get in trouble.

Friends and colleagues value her creativity, intelligence and passion for learning. Kelly is an avid reader, an enthusiastically average golfer, and a culinary artist. Her latest obsession is her garden where she can be found experimenting with different plants and pulling impressively stubborn weeds.

1834 George Avenue • Annapolis, MD 21401

Tel: 443-433-0586 • Fax: 443-433-0587

Email: alicia@sophia-associates.com

www.sophia-associates.com