



Alicia M. Rodriguez, M.A., P.C.C.

Principal & Wisdom Partner
Sophia Associates, Inc.

Alicia is driven by a natural curiosity about what is possible. She offers her intuition, imagination and keen sensibilities combined with twenty years of business experience to work with current and emerging leaders and entrepreneurs. Her clients know Alicia as a "wisdom partner" for her ability to tap their inherent wisdom and to cultivate breakthrough thinking within themselves and in their organizations. Her forté lies in her ability to create forums for meaningful dialogue that generate shifts in personal leadership and organizational alignment. She is a catalyst for unfolding conversations at the deepest level.

Alicia combines her expertise in leadership development, experiential learning and a whole systems approach to guide her clients to innovative thinking that results in higher levels of personal and organizational agility and resilience. She achieves sustainable and generative results from building leadership into multiple levels in the organization.

As Principal of Sophia Associates, Inc. she has worked with C-level executives to develop talent in their organizations. Her coaching often focuses on cultivating a leader's ability to make decisions in the face of ambiguity, to manage competing commitments and to develop the skills to build collaborative relationships cross-culturally.

Alicia has worked with individuals and teams in such industries as financial services, technology, hospitality, real estate development, and health care and in both for-profit and non-profit settings. Some clients include: Freddie Mac, Sodexo, the Executive MBA Program at Notre Dame, National Cooperative Bank, International Finance Corporation/World Bank, Anne Arundel Medical Center, International Center for Research on Women, Hospice of the Chesapeake, and the YWCA. She has also worked in the government sector in agencies such as Customs and Border Patrol, NASA/Goddard, Naval Surface Warfare Center/Carderock and for government contractors such as Northrop Grumman and ARINC.

Alicia is an avid writer. She writes a column for Smart CEO DC/Baltimore magazine and has been published in numerous paper and online publications. She is an advocate of women in leadership and diversity in organizations and has assisted corporate clients to develop talent management programs to address the active leadership development of diverse populations.

A life-long learner, Alicia walks her talk, regularly expanding her domain of knowledge through engagement both as a speaker and a participant in traditional learning seminars and non-traditional experiential learning. She works with all domains of learning – intellectual, emotional, physical and meaning making - to draw out the essence of personal leadership. She enjoys taking clients and teams out of their normal environment into Nature to challenge their behaviors and assumptions on how to collaborate and lead effectively. She leads kayaking trips and works with equine assisted learning specialists to create learning events that result in high impact learning experiences.

Alicia has a Masters of Arts Degree in Interdisciplinary Studies and is a P.C.C. level certified coach having completed the Leadership Coaching Certification Program at Georgetown University. She lives in Annapolis, MD with her family and enjoys yoga and kayaking on the Chesapeake and its tributaries.