



# Donna Schumell

## CDO, Partner, Executive Coach

### BACKGROUND

Donna Schumell is an experienced Chief Innovation Officer, Executive Leader, Director, Management Consultant, Business Owner and Executive Coach with over 30 years of experience.

Donna is recognized for partnering with executives in both public corporations and closely held businesses to build high trust relationships that help organizations grow and thrive. She works with individuals, teams, organizations, and boards on improving performance through leadership and talent development.

In pursuit of leadership excellence, Donna began in the financial services industry as a top performing tax lawyer and investment advisor. Recognizing that technical competence alone is insufficient for exceptional leadership, Donna serves as a pioneer in the integration of emotional, moral, and behavioral capacity with technical proficiency. She has a passion for all things leadership and her own circuitous journey within primarily male dominant industries motivates her to equip women leaders to lead boldly.

### KEY SKILL AREAS

#### STRATEGY

- ◆ Strategic Planning
- ◆ Professional Development Strategy
- ◆ Systems Based Consulting (Theory of Constraints)

#### EXECUTION

- ◆ Leadership Development, Vertical and Horizontal
- ◆ Relationship Management
- ◆ Sales & Sales Management
- ◆ Transformational Change
- ◆ Coaching
- ◆ Workshop Design, Development and Facilitation
- ◆ Talent Development

#### INDUSTRIES

- ◆ Financial Services
- ◆ Health Care
- ◆ Not for Profit
- ◆ Law
- ◆ Higher Education
- ◆ Professional Services

### RELEVANT EXPERIENCE

**Executive Leadership:** Served in Executive Leadership capacity in Wealth Management/Financial Services, In House Legal Counsel, Family and Non-Family Controlled Closely Held Business Owner, Entrepreneur, Director.


**Professional and Personal Development:** Assessed, designed, and implemented comprehensive learning and development solutions for seasoned and emerging leaders, teams undergoing significant change, and groups seeking new skills including executive presence, communication, vertical leadership, relationship management, and sales management on a global, multi-national scale.

**Coaching:** Coaching certification through ICF and UW Madison. Demonstrated coaching effectiveness with executive leaders, individual contributors, and teams. Approach and framework builds self-awareness in order to connect thoughts with actions accelerating positive impact and desired outcomes.

**Leadership Development:** Designed and delivered cohort-based initiatives to achieve change at scale using multiple learning modalities and proven adult learning strategies.

### EDUCATION AND ASSOCIATIONS

- ◆ PLCC, University of Wisconsin, Professional Coaching Certification
- ◆ International Coach Federation Certified Coach, (PCC)
- ◆ B. S., Education and Coaching, University of Wisconsin Eau-Claire
- ◆ J.D. Marquette University Law School
- ◆ Certified Brain Based Coach – Neuroleadership Institute
- ◆ Certified Leadership Circle Practitioner
- ◆ Certified EQi Emotional Intelligence Professional
- ◆ Certified Five Behaviors of A Cohesive Team Partner
- ◆ Certified ThoughtAction Results System Coach

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