

# Cathy Light

## Award Winning Entrepreneur

Creator, Winning Teams Win  
DEI Strategist and Interim DEI Executive  
Organizational Architect,  
Corporate & BOD Advisor  
Fortune 500 Executive Coach  
Global Speaker & Master Facilitator



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*Cathy is a highly sought-after organizational consultant, a respected entrepreneur and a dynamic speaker with an engaging personality, known for the passion and rigor she brings to her work. She and her companies have helped empower countless global corporate clients to achieve measurable business results by helping them transform their workplace culture and build teams that are aligned and perform as One Team. Her Lideranca Group has recently introduced a powerful, metrics-driven roadmap for driving Diversity, Equity and Inclusion (DEI) in the workplace that enables leaders to identify opportunities for improvement, elevate conversations around diversity and inspire real change.*

## A TRUSTED PARTNER

Cathy's diverse experience continues to prove invaluable to her discerning clients. What unifies all of her endeavors is her commitment to developing people, and building inclusive communities and cultures that inspire and engage leadership and employees alike. Cathy helps leaders recognize their organizations as communities first, and corporations second. Through this lens, she helps clients implement visionary, long-lasting changes that create more diverse, equitable and inclusive cultures. The result: the measurable improvements her clients have come to expect year after year.

Cathy continues her commitment to customizing her programming to meet each client's unique goals and needs. Open, honest communications that identify core challenges and opportunities and a spirit of true partnerships are at the heart of all of her engagements. Recognizing that inspiring real cultural shifts requires engaged employees at all levels within an organization. Cathy interacts with a wide array of an organization's team members, and brings a unique skill-level relatable to all levels of the organization.

## EXPERIENCE MATTERS

Helping clients navigate through changing trends and challenges, Cathy's knowledge and insights learned from corporate and her own company experiences are what differentiate the value add she and her team provide to mid-market and enterprise organizations.

2020 Microsoft Women  
in Cloud (WIC) Recognition



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## EXPERIENCE

### THE LIDERANCA GROUP



Today, Cathy is the proud Founder and CEO of Liderança Group, a business and workforce acceleration firm with four game-changing divisions that focus on developing people, improving behaviors, and changing workplaces.

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### Diversity Equity Inclusion.com



Delivers DEI strategic consulting services, ranging from facilitation, speaking, HR services, e-learning and training materials, to measurement and action planning. The backbone of this business unit is its DEInamics® software platform, recognized by Microsoft for its advancement of the UN's Sustainable Development Goal of Gender Equality. Beyond providing companies with the data they need to identify where they are in their D&I journey, the platform helps them identify and prioritize the exact steps necessary to achieve their goals.

**DEInamics.com**

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### Assessment Leaders.com



Assessment Leaders® provides clients with a wide range of best-in-class, custom corporate assessment and survey tools to hire, retain, and advance talent. These tools give leaders insight and intelligence into both job candidates and current employees, ensuring that employees and teams reach their highest potential.

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### Leadership Balance.com



Delivering contemporary leadership principles and strategies to develop cognitive competencies, passion and endurance, and an encouraging spirit ("Mind, Will and Heart"). The company's proprietary assessment tools help leaders, teams and organizations identify areas for improvement across these three key dimensions of leadership. **LeadershipBalance.com**

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### Be Well Perform Well.com

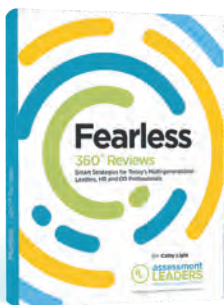


Delivers customized audits of wellness programs to corporations, helping clients to achieve healthier work environments and promote healthy lifestyle choices that keep employees engaged and motivated. This identification to address employee needs has been proven to reduce absenteeism and turnover, and increase productivity and positivity.

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Published author

*Their Ceiling Your Floor  
breaking barriers, building hope,  
Fearless 360° Reviews and  
Pricless Leadership Lessons*

## EXPERIENCE CONTINUED

Cathy served as Vice President and General Manager of Sunrise Technologies, Inc., a publicly traded developer and manufacturer of lasers and related products for ophthalmic and dental applications. In 1995, Light was recruited to help the struggling dental division. In less than two years, Cathy and her team achieved 38% growth in sales, streamlined operations, established disciplined budget controls, and reorganized global distribution channels. Light's leadership turned the division around setting its path to a liquidity event in less than three years.



As a Senior Sales and Marketing Executive at Fuji Optical Systems, Ltd (a subsidiary of Fuji Film), Light was instrumental in developing a new division that revolutionized the dental industry. This division leveraged Fuji's leading, high-res imaging technology to develop the first video dental camera shaped like a mouth mirror, an innovation that became a \$500M market in five years.



Cathy's corporate career began at Apple Computer, where she directed internal communication and public relations during the Macintosh factory launch. There, she regularly managed special tour assignments for technology legend Steve Jobs, and his leadership team.

## ACADEMICS

- June 2018, Harvard Business School Program, Leading High-Growth Businesses
- M.S. in Human Resources & Organizational Development, University of San Francisco
- B.S. in Business Administration, San Jose State University

## PROFESSIONAL CERTIFICATIONS

- WBENC - Certified Women Owned Business
- Certified Partner, The Five Behaviors of Cohesive Teams
- Checkpoint, Leadership 360™, Profiles International
- Certified Management Consultant (CMC), Institute of Management Consultants

## ACTIVE AFFILIATIONS

- 2020 International Association of Microsoft Channel Partners (IAMCP) Atlanta Chapter D&I Chairperson & Member
- Forbes Coaches Council Member 2018 (invitation only)
- Women President's Organization, Atlanta Chapter Member
- Women President's Organization, Former Chapter Chair for Idaho and Utah
- Enterprising Women Advisory Board Member
- Vistage Resource Facilitator/Coach
- Former Member, Keiretsu Forum, Angel Investors Group
- 2015 - 2018 College of Business and Economics Executive Board, Boise State University

## AWARDS

- 2021 Top 10 Women in Cloud Entrepreneur
- 2020 Microsoft Women in Cloud (WIC) Recognition
- 2017 Idaho Women of the Year and Circle of Excellence by *Idaho Business Review*
- 2012 Women of the Year by *Idaho Business Review*
- 2009 & 2010 Nominated by Smart Business for the Ernst & Young Entrepreneur of the Year



VISTAGE

