

Deborah Herrera

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Cheryl Alexander & Associates

Leaders Engaging Hearts and Minds



"Deb has been instrumental in my development as a leader. Not only does she listen, but is a master of asking questions that lead to self-discovery and resolution. Deb will celebrate the successes and facilitate learning within the failures. She is a master coach!"

Career Background

As an Executive Coach and former CFO, Deb is passionate about helping others realize their fullest potential at the organization, team and individual level. Deb's passion is fueled by her own experience as a coaching client and the transformative effect it had on her life and her work. Her work as a coach is about leading fearlessly from the heart.

Deb works with her clients to create that space which allows them to clear a path to focus on the big stuff that really matters. A recognized cross-functional leader and strategic business partner, Deb is adept at working across all levels and with all functions in an organization. She knows and understands, firsthand, the challenges facing today's leaders and executives.

Deb brings more than 25 years of experience as an accomplished senior finance expert for high-performing Fortune 500 companies and high-growth, mid-size businesses. She is known as a fearless leader and communicator, who believes to have a sustainable impact on business, you must make a positive impact on people. She attributes her success to her ability to inspire and motivate leaders and teams to think differently, stretch beyond comfort zones, and believe that they can succeed.

Noted Accomplishments

- Experience with new C-Suite Leaders seeking to find their footing in senior leadership roles and build relationships with with key stakeholders.
- Led transformation of leadership team with commitment to a new culture, accountability, clarity of goals, vision and mission.
- As divisional CFO at various companies transformed the culture, recovered margin, regained market share, stabilized operations, rebuilt vendor relationships and ensured ethical business conduct while operating at the highest level of integrity.

Education

- Coaching Certificate University of St. Thomas
- MBA Carlson School of Business University of Minnesota
- BA Accounting Michigan State University

Specialties

- Work/Life Balance
- Career Transition & Exploration
- Executive Coaching
- Team Leadership and Coaching
- Positive 360 Assessments
- High Potential Leadership Development

Industries

- Financial Services
- B2B
- Retail
- Manufacturing
- Professional Services
- Education
- Consumer Packaged Goods
- Medical Device
- Healthcare

Certifications

- Shift + Narrative 360
- ICF Executive Coach
- University of St Thomas Adjunct Faculty