



■ **Amy Hedin**
CEO / Executive Coach
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Amy Hedin is the founder and CEO of HumanPoint. She founded HumanPoint in 2007 with a vision of helping each person and organization achieve their highest potential. With over a decade of experience as an executive coach and leading her own executive coaching firm, she is a sought-after advisor to leaders of prominent organizations as they work to navigate culture, leadership, and organizational change initiatives.

Amy believes there is no maximum to human potential and uses her life to create positive outcomes for her clients and non-profits she supports. She is passionate about helping children in disadvantaged situations receive access to education and mentoring opportunities. She serves on the Board of Directors for Jubilee Reach, a Bellevue, Washington based non-profit focused on helping students through sports programs and clubs, before and after school programs, tutoring, and support. In addition, she serves as Treasurer for the Association of Washington Generals, a collaboration with the Office of the Washington State Lt. Governor. Board members of AWG are focused on being official ambassadors of trade, tourism, and goodwill for the state, working to expand educational, sports, and employment opportunities for youth, veterans,

and people with disabilities. She has also been a member of Bellevue Rotary since 2009, where she has served in various roles and capacities.

In 2019, Amy was selected for the Compassion 2020 Delegation, as a promoter of compassionate leadership. She traveled to Dharmasala, India with educational and community leaders from Washington State, including Lt. Governor Cyrus Habib, where they had a private meeting with the Dalai Lama at his residence to discuss compassion and promoting a culture of compassion and helping others.

Amy is a subject matter expert on the human side of business. She believes that while companies can perform in the short term without focusing on their people development, there comes a time when that performance will be hindered by the inability to develop leaders to further scale the business. Because of this, she emphasizes the need to create a healthy organizational culture and sustainable development practices. Amy deeply believes in the importance of this work from both a strategic and a personal perspective, summarizing her personal mission statement as:

"I believe in people. I believe we all have more potential than we utilize. I believe that people matter. I try to use my life to help people achieve their highest level of performance, happiness, and wellbeing. By helping people level up, their communities and organizations achieve higher levels of success."

Amy brings a high level of expertise to each new project she takes on. Working with leaders in technology, construction, biotech, retail, hospitality, law, and engineering, she has a proven track record of superior results and satisfied clients. Together with her team of highly qualified coaches and consultants, she designs and delivers unique coaching programs that facilitate culture change and empower leaders across companies and industries.

Amy lives in Seattle with her fiancé Rob, with whom she co-parents three lovable dogs. An introvert at heart, she describes her perfect morning as one involving a leisurely cup of coffee and no alarm clock.

INDUSTRY EXPERIENCE:

- Aerospace
- Biotech
- Commercial Construction
- Engineering
- Hospitality
- Law
- Manufacturing
- Retail
- Security
- Technology
- Telecommunications

PROFESSIONAL EXPERTISE:

- Executive Coaching
- Presentation Coaching
- Team Presentation Preparation
- Team Coaching
- Strategic Planning
- Succession Planning
- Executive Retreat Facilitation
- Organizational Development
- New Leader On-Boarding
- Customized Leader Development Programs
- Employee Engagement Surveys
- Conference Speaker

PROFESSIONAL AFFILIATIONS:

- Jubilee Reach, Board Member
- Rotary International, Member Bellevue Rotary
- Association of Washington Generals, Board Member

EDUCATION AND PRIOR WORK EXPERIENCE:

- HumanPoint Founder 2007
- BS Business/eBusiness, University of Phoenix
- Dale Carnegie Training Course, Instructor, 2004-2007
- Dale Carnegie Training, Consultant, 2003-2007
- Profiles International Assessments Certification, 2007
- Everything DiSC Assessments Certification

PROFESSIONAL REFERENCES:

Auth0

Dave Wilner, Chief Sales Officer
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Greenpoint Technologies

Nikki Clarke, Vice President, Human Resources
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Jubilee Reach

Randy Eng, Executive Director
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MG2

Mitch Smith, Chief Executive Officer
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Microsoft

Karen Bergin, Leader of Employee Engagement
Microsoft Philanthropies
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CLIENT TESTIMONIALS

"Amy's executive coaching allowed me to jumpstart the process and develop a strategic plan for my transition from VP to President of my company. As Amy and I got to know each other, I came to fully appreciate her value as a coach. I was impressed with her diligence and ability to compile and digest complex info quickly. She's a catalyst, an accelerator; she makes things happen. Amy has a good read on people and situations and an easy way of imparting her knowledge. She brings many tools to the table—intuition, perception, organization, creativity, and more. We work together on situational analysis and strategy development as it pertains to people and performance. If she doesn't know the answer, she knows how to get it." -Jim Karambelas, CEO/ President, GLY Construction

"Amy was a key executive coach and team development partner for me and my marketing team at UC4. Most importantly, she advised me without advising me. That's what sets Amy and HumanPoint apart--the ability to customize the right program for individuals in a practical (and actionable) context of our day-to-day work. The more that we worked with Amy, the more we wanted to work with her. If you're looking for an outside-the-box experience and results to match, HumanPoint delivers." -Randy Clark, CMO, UC4 Software

"Amy has given me the amazing gift to communicate effectively, to speak in public with confidence and without notes! Her coaching goes beyond the "how", it touches content and a whole way of thinking. I feel she has given me a gift for life." -Dr. Carla Grandori, Chief Executive Officer at SEngine Precision Medicine

"HumanPoint worked particularly closely with the L4 team over the sale of the company and the integration into the larger organization, Globant. Anytime some big change happens in a company, the conversations usually start with fear about what is going to change. We'd never been acquired or been through an integration. So having this coaching structure, guided by these senior people who could understand and affirm the anxiety, but then move the team forward, was really valuable. It was a consistent touch point that helped the whole team stay grounded. The collaboration between HumanPoint and L4 was built on trust, open communication, and honesty. What fostered the relationship was alignment with our values, transparency, consistent delivery, and consistently good coaches," - Brandon Albers, Founder and CTO, L4 Digital (A Globant Company)

