



Executive Coach

Sasha Herman, PCC

Vancouver, British Columbia

Sasha is a certified professional coach with many years of coaching and consulting experience. Her expertise is in expanding career opportunities, leadership range and personal growth. She has coached leaders in technology, financial services, consumer products, non-profits, government and professional services. Her clients include Deloitte, Microsoft, MacDonald - Dettwiler, Indeed.com, TELUS Communications, FAST Technology, Cambridge Associates, Bank of Montreal, Kellogg, Nestle, Dress for Success, Catchlight, British Columbia Lotto Commission, and BC Hydro.

In 2017, Sasha founded The Work Happy Company, which focuses its programs at the organizational level. At Work Happy, she offers training, facilitation, and strategy to executives and teams who aspire to build cohesion, leadership capacity, innovation, performance, and increased overall engagement.

Sasha has led high-performing teams in strategy, operations, marketing, and talent. She started her career at BC Hydro, where she had responsibility for multi-million-dollar programs in preparation for the 2010 Olympic Winter Games in Vancouver. She held a variety of field operations roles at BC Hydro, and ultimately held the position of senior program manager in marketing.

Following her time at BC Hydro, Sasha worked at TELUS Communications, Canada's #1 telecommunications provider, as both a senior strategy manager in operations and vendor management, and later, in marketing strategy and execution. In her final role with TELUS, Sasha served as the Chief Safety Transformation Officer and was responsible for the transformation of the safety culture of 2,000+ TELUS technicians who build and maintain Canada's internet, television and phone infrastructure.

Education & Certifications

- Bachelor of Commerce in Marketing from Concordia University
- MBA in Developing Nations and International Business from McGill University
- Certified Professional Co-Active Coach (CPC) from The Coaches Training Institute
- Professional Certified Coach (PCC) from the International Coach Federation
- Change Management Specialist from PROSCI

Highlights

Professional Certified Coach (PCC) with the International Coach Federation