

Ellen Castro, Inc.:

Best Female Executive Coach 2019

Ellen Castro, Inc. is an innovative executive coaching and consulting company dedicated to providing solutions and results to clients across the business landscape. We profile the firm and its Founder Ellen Castro to find out more.

For more than 25 years Ellen Castro has been a successful entrepreneur and business owner. She draws on this expertise, business acumen and earned wisdom to offer her global client's solutions and results for these unprecedented, changing times through her business Ellen Castro, Inc.

Since starting her business, Ellen's proven framework has resulted in 100% of her business being generated through referrals and repeat clients. Through her unique combination of warmth, spirit, experiences, insights, pragmatic solutions and service with a smile, she continues to be a trailblazer and makes a dramatic difference to a wide range of clients.

As an Influential Businesswoman and leading Executive Coach, Ellen drives accountability, inspires a change in hearts and mindsets that empowers leaders, managers and professionals to achieve their personal best. Ellen's coaching shows clients how to create trusting relationships, attain stellar reputations, and optimize career opportunities – all while enjoying more fulfilling and enriching lives.

Ellen is also a Global Business and Leadership Consultant. Through this role Ellen travels worldwide for clients in nearly two dozen industries, ranging from technology to entertainment to education, government and non-profits. Her Fortune 500 clients include Ericsson, Boeing, Frito-Lay, Deloitte Consulting, Procter & Gamble, Marriott, Texas Instruments, Adobe, BCBS, McAfee, Pizza Hut, Univision and Fidelity Investments.

Her offering also involves Public Speaking. Ellen's energizing, practical, life-changing and entertaining keynotes and programs have inspired thousands to live authentically. From salespeople to healthcare professionals to engineers to executives to accountants to association members to students, everyone leaves excited and refreshed, with practical skills immediately applicable to living vibrantly and boldly.



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Ellen's audiences include Verizon, Meeting Planners International, Women in Executive Leadership, Healthcare Businesswomen's Association, KPMG, The American Heart Association as well as Southern Methodist University Cox School of Business.

Showcasing her industry knowledge, Ellen is a best-selling, award winning author. Her books *unleash the potential and possibilities of the human spirit*. Her second book, *Happy in Spite of People*, a parable on the power of embracing the differences in people and learning people smarts, received rave reviews and a 2016 International Latino Book Award. Her third edition of *Spirited Leadership: 52 Ways to Build Trust* – a classic in the field – received the International Latino Best Self-Help Book Award. Now in its fourth edition, it equips readers to harness their personal power to achieve credibility, excellence, and success.

Regardless of size or industry, Ellen helps individuals and businesses break through barriers to achieve high engagement and innovation by providing real solutions and immediate results. Ellen smiles as she reflects that being a Latina amidst the good 'ole boys in the 1970s at Exxon was simply preparation. The humiliation and defeat of shattering her head on the glass ceiling led her to get a second Masters from Harvard University at age 38 and a most fulfilling career and life. Her mess became her message: Better choices, better results. This message remains her ongoing focus as she looks towards a bright future filled with new opportunities.



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