

**Shirley Coates**

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**Shirley Coates** is dynamic community educator with extensive business acumen and 30 years of advanced experience building mutually beneficial business partnerships, and leading highly effective teams. She delivers innovative strategies to raise conscious awareness and promote social accountability around education and organizations that values diversity and inclusion. Shirley's work with local youth, is helping to close the achievement gap and provide life-long opportunities in underserved communities. This focus led Ms. Coates to start the Ignite Leadership and STEM Academy in Riverside, California. Her work as a CEO and change leader is highlighted by her ability to empower people through meaningful engagement that results in effective and long terms desired results.

Shirley began her career as engineering associate for AT&T, where she learned how effective companies run and the importance of employee relationships to a company's success. Merging her engineering skills with her innate understanding of people, would lead to her career as a successful entrepreneur where as a business owner she one of the first minority women in California to own and operate an aerospace supply company that supplied critical flight components to both NASA's Space Shuttle program, and United States military.

Never one to avoid a challenge, Shirley was recruited to join an international real estate firm as Managing Principal in charge of daily operations including, fiscal accounting, marketing, staff recruiting, cultural competency training, and strategic partnership development.

Shirley's combines her expertise in business, leadership development, diversity, and systems analysis to help her clients and community competently address organizational challenges. As a facilitator and trainer, her methodology emphasizes diversity and inclusion as an integral part of organizational structures and strategies to produce defined and desired outcomes. She has provided workshops for the Riverside Chamber of Commerce, Inland Empire Women Center, Pepperdine University, Cal State San Bernardino, including small businesses and large corporations.

Shirley Coates is the recent recipient of the Community Bridge Builder Award presented by the National Association of Women Business Owners, and Woman of Distinction Award presented by Assemblymember Jose Medina. She is a graduate of Leadership Riverside, serves on the Magnolia Business Council the past Director of the Eleanor Greer Academy. Shirley is the Founder of the Society of Extraordinary Women, Inc. and created the organization's signature "Conversation Series" event that features

renown technologists, scientists, educators and leaders across cultures to discuss innovative ideas that impact our community and the world.

A lifelong student Shirley has completed several learning courses and accredited programs in Business Administration, Community Project Management, Life Coaching, and Trauma. She received her Executive Certificate in Transformational Leadership for Nonprofits from the University of Notre Dame

She and her family have lived in Riverside over 30 years. In her spare time; she is an avid tennis player, enjoys singing, reading, and serves as the hospitality director for her church. a trained flute player and coordinator for her church.

## **Skills**

- Diversity and Inclusion Training
- Exceptional Relationship Management Skills
- Leadership Development
- Recognition Program Knowledge
- Policy Creation and Implementation
- Strategic Planning and Development

## **Projects and Training**

- Established a multi-division business partner committee to educate business partners on industry news, product developments, and potential issues effecting their client base which led to more timely, open communication among divisions and increased ease of doing business.
- Delivered high-impact communications to clients including responses to sensitive cultural changes and business changes resulting in decreased external client complaints using emotional and cultural intelligence training.
- Established a multi-division business partner committee to educate business partners on industry news, product developments, and potential issues effecting their client base which led to more timely, open communication among divisions.
- Rallied more than 50 hiring managers across 3 sites, regional recruiting teams, and senior business leaders to develop and take ownership of a rapid hiring effort which resulted in the successful launch of a new business implementation.