

FRIEDA K. EDGETTE

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Professional Experience

Principal – Novos Consulting, LLC

December 2012 – present

San Francisco Bay Area, California

- Coached C-Suite executives in high-tech, higher education, healthcare, energy, telecommunications, professional services and government on strategic visioning, communications, wellness, resilience and leading change.
- Curated and led in excess of 50 talent development workshops for nonprofit, business and government leaders. Topics included: authentic leadership, cross-sector communications, courageous conversations, high-performing teams, innovative cultures, resilience, wellness in the workplace, mindfulness, managing virtual teams and change management.
- Facilitated strategic planning processes for effective organizational transitions (e.g., M&A, scaling, leadership transitions, regulatory compliance, strategic pivots, administration finishes, etc.), including assessment, visioning, communications and engagement strategies, action planning, accountability and evaluation.
- Developed and implemented integrated change management initiatives aligned with regulation(s), mission, values and strategic objectives, including organizational redesigns, technology adaptation, culture change and scaling.
- Instructionally designed and delivered in-person and virtual resiliency, well-being in the workplace, new leader orientation, remote team management, "leader as coach", authentic leadership and dyad leadership training programs.
- Sample clients: United States Air Force, United States Office of Secretary of Defense Policy, U.S. Embassy of Turkey, Planned Parenthood Federation of America, Enroll America, IGNITE, Onward Together, Organizing for Action, Sutter Health, Playworks, Tata Consulting, URS, Democracy.com, DemandBase, Vital Voices and Kaiser Permanente.

Founder & Lead Organizer - Courage to Run

June 2018 – present

San Francisco Bay Area, CA | Washington, D.C.

- Created mobile app of 1 to 15-minute exercises that build mindfulness and resilience for high-performing leaders.
- Created and organized the nation's first nonpartisan 5K run/walk celebrating women's civic activity and being healthy to lead effectively, with more than 1,000 registrants in the first calendar year.
- Cultivated shared identity and action across 40 civic-minded organizations.
- Built and advise national network of community captains to organize local wellness-based events.
- Empowered virtual teams in 25 states through training, tools and community.

Director - Barbary Coast Consulting

March 2009 – September 2011

San Francisco Bay Area, California

- Developed, managed and implemented internal and external communications strategies to support a \$2 billion citywide healthcare system rebuild project across its four merged hospital campuses, 100 community partners, 15,000 advocates and civic leaders.
- Organized diverse coalitions in support of increasing access to vital government services through public private partnerships. Projects included: 1) development of California's largest municipal photovoltaic system and 2) closing the playing field gap in San Francisco.
- Worked with elected leaders to develop stakeholder visioning processes and community benefit programs surrounding high-impact commercial developments.
- Facilitated the development, launch and growth of California's premier entertainment venue trade association.

Project Manager - Americans for Nonsmokers' Rights

June 2003 – December 2008

Berkeley, California

- Provided technical assistance to more than 100 smokefree coalitions and campaigns across North America.
- Managed intercontinental consortium of public health professionals, organized labor representatives, business leaders and elected and appointed government decision makers in 26 U.S. states, two Canadian provinces and two tribal nations.
- Conducted multi-day strategic planning trainings, inclusive of community assessment, campaign planning, grassroots mobilization, strategic partnerships, stakeholder engagement, media and communications.
- Worked with the American Society of Heating, Refrigerating and Air Conditioning Engineers to revise standards, which were incorporated into the 2006 *U.S. Surgeon General's Report on Involuntary Exposure to Tobacco Smoke*.
- Consulted for the Robert Wood Johnson Foundation Tobacco Policy Change Program.

Education

Co-Active Professional Certified Coach
Coach Training Institute, California

December 2016 – August 2017

Practitioner Diploma, Accredited Associate Executive Coach
Academy of Executive Coaching, London

September 2012 – December 2012

M.Sc., Organizational and Social Psychology
London School of Economics and Political Science, London

September 2011 – September 2012

B.A., Political Science; Minors, History and Women, Culture and Development
University of California, Santa Barbara, California

September 1999 - June 2003

Appointments

Instructor
Stanford University Continuing Studies
Course: Resilient Leadership

June 2017 – present

Adjunct Faculty
The George Washington University Graduate School of Political Management
Courses: Principled Political Leadership, Stereotypes & Political Strategy

September 2015 – May 2018

Community Stewardship

- Moms Running Advisory Committee: Member, 2019 – present.
- East Bay Women's Political Alliance: Co-Founder & Founding Chair, 2014 – 2016; Leadership Circle, 2019-present.
- Stanford University Political Psychology Research Group: Participant, 2016 – present.
- Meditations on Capitol Hill for legislative staffers: Volunteer Facilitator, 2015 – present.
- U.S. State Department Professional Legislative Fellows in Southeast and Central Asia: Professional Fellow, 2015.
- U.S. State Department "Young Turkey Young America: A New Relationship for a New Age": Fellow, 2014 – 2015.
- U.S. Bureau of Educational & Cultural Affairs International Visitor Leadership Program: Citizen Diplomat, 2008 – 2016.
- National Women's Political Caucus – Alameda North: Board, 2007 – 2014; Chair, 2014.
- Alameda County Human Relations Commission: Commissioner, 2009 – 2010; Vice Chair, 2010 – 2011.
- San Francisco Chamber of Commerce Leadership San Francisco: Fellow, 2010 – 2011.

Professional Awards & Certificates

- International Coach Federation: Professional Certified Coach, 2018 – present.
- Coaches Training Institute: Co-Active Professional Certified Coach, 2017 – present.
- Stanford University: Compassion Cultivation Training, 2017.
- University of California, San Francisco Center for Integrative Medicine: Mindfulness Based Stress Reduction Training, 2015.
- University of California, Berkeley Resource Development Award: Science of Happiness, 2014.
- International Coach Federation: Associate Certified Coach, 2014 – 2018.
- Institute of Leadership and Management Development Award: Group Facilitation, 2012.

Publications & Media

- Published in: Harvard Business Review, GOVERNING, The Hill, Roll Call, POLITICO Women Rule, Mindful, European Heart Journal, Campaigns & Elections, U.S. News & World Report and Women 2.0.
- Appeared on: C-SPAN Washington Journal, SiriusXM POTUS, Fox News, Pace the Nation and Women's Running.

References available upon request.