

HEATHER EVANS, MBA, PCC

EXECUTIVE BIOGRAPHY

Organizational Cultural Revolutionist Focused on Transforming Operational Performance; Reconstructing Organizational Identity and Brand; and High-Performance Team and Culture Acceleration and Engagement



Change Agent and Leadership Coach Heather Evans guides leaders in embracing change, taking control of their lives, and leading teams to extraordinary heights as they bring out the best in themselves and others to become Catalysts of Awesomeness.

Her proven track record leading high-performance teams to deliver “sales champion” results is the product of 25-plus years of combined leadership and entrepreneurial experience, with over 17 years in sales, operations, and leadership in a global healthcare Fortune 100 company. Her passion for people and performance inspires her to coach leaders to embark upon cultural change and embed capabilities that include change leadership, leadership coaching, team transformation, and continuous improvement.

Heather’s journey as a Change Agent began in 2013 as a leader at Sanofi, one of the “Big Three” pharmaceutical companies. She joined its inaugural Change Agent Team, challenged to coach leaders in communication, collaboration and building trust while delivering on accelerated performance goals. As engagement scores improved from 60 to 90 percent in one year, teams transformed, and a new culture emerged. Heather witnessed a soulful transformation of leaders, people, and teams. In 2016, Heather took a courageous leap and started her own company, Catalyst of Awesomeness, LLC and became a member of the masterful coaching team of the Pyramid Resource Group.

Heather understands the challenges that organizations face while implementing change. Her higher-order thinking and “no-holds-barred” approach to breaking through institutional memory and resistance to change propels her clients to become powerful, creative, and responsive leaders who deliver results. Heather guides organizations in being as deliberately strategic with cultural change as they are with organizational change, because with empowered leadership, people engage and build powerful bonds of trust, and that ***trust fuels performance***.

Her “secret sauce” recipe to overcome business challenges, accelerate change, and shift culture is to empower an internal network of change agents. By equipping change agents with the tools to overcome fear and resistance, Heather helps leaders become confident decision makers who promote accountability and create ownership within the workforce. Heather coach’s leaders to “let go” and trust those closest to the customers – the front line– which is the birthplace for transformation.

Her clients and co-workers describe her as someone who will encourage, coach, and “hold your feet to the fire” to “make you the best you that you can be,” “a dynamic change agent who has experienced driving a large change initiative from the inside of an organization...that gives her deep insights about what is required of partnership in a successful coaching engagement,” “not afraid to challenge thinking and ask the tough questions, which I found valuable as I worked to navigate my options and next steps,” and “an executive coach (who) has provided me with the tools to look inside myself to help determine what I want and need in a professional and personal world.”

As the mother of 2 beautiful girls, Heather advocacy for advancement of women in leadership is personal. As a graduate of Wesleyan College, a small women’s Liberal Arts school, she learned about building powerful women networks. She is committed to helping women create new ways to advance their careers while living a fulfilling personal life. As a founding member of Sanofi’s women’s network, she later served as the National Culture Committee Chair, influencing benefits such as job share and childcare. Heather continues her advocacy as Director at Large of Programming of the Healthcare Businesswomen’s Association (HBA) Atlanta Chapter and leading women’s leadership workshops nationwide. Heather co-hosts the weekly radio show, “The Creative Catalyst” which celebrates local start-up and leadership stories, that spark community growth, and empowers people to make a living doing what they love. She volunteers as a member of the Board of Directors of the Macon Museum of Arts and Sciences, National Charity League, and HBA.

Heather holds a MBA (Mercer University, Macon, Georgia); a BA in Business Administration and Political Science (Wesleyan College, Macon, Georgia); and numerous professional certifications, including PCC International Coach Federation (ICF) Certification, Procsi Change Management Certification, Six Sigma Green Belt, Team Advantage Coach Certification, DiSC Certified Partner, and Energy Advantage Coach Certification.