

# THEBODA GROUP



**Gia Storms**

**Education:**

Columbia University, Barnard College, BA, Women's Studies, *summa cum laude*

**Experience:** Before shifting to leadership development and executive coaching, Gia spent 15 years in increasingly senior leadership roles in strategic communications and marketing. Her career began as the Team Coordinator for Axiom Legal, helping to bring high-quality legal services to corporate law. She then worked as the Media Director for Public Advocate Betsy Gotbaum, the second highest elected official in the city of New York. Gia then became an Account Supervisor at Edelman's New York Public Affairs practice, where her clients included Starbucks, Stanford University, and the National 9/11 Memorial. From there, Gia became the Vice President of Communications and External Affairs at the Times Square Alliance, managing communications and government relations for New York

City's second largest Business Improvement District and promoting major annual events such as New Year's Eve. In her next role, she served as the Chief Communications Officer at the Hammer Museum at UCLA, one of Los Angeles' leading contemporary art and cultural centers. Shifting her focus to leadership development, Gia completed her coach training and certification and became an executive coach in 2016.

**Training and certification:** The Co-Active Training Institute, Certified Professional Co-Active Coach (CPCC); International Coach Federation, Professional Certified Coach (PCC); University of Santa Monica, Degree in Spiritual Psychology; The Co-Active Training Institute, Leadership Program Graduate; Interpersonal Leadership Survey Certification (ILS); Coro New York Leadership Program.

**Coaching experience:** Gia has coached leaders in software and technology (Google, Microsoft, Pivotal, AspireIQ, Box, Kinnek, Pusher), law (Baker McKenzie), healthcare and pharmaceuticals (Biogen), non-profit (The Los Angeles Museum of Contemporary Art, Center for Non-Profit Management), retail (Glossier), marketing (Propper Daley, Digital Brand Agency), professional services (The Lockwood Group), and finance (Luminus Management, Bloomberg Beta).

**Recent leadership coaching clients include:**

- CTO and VP, software and technology
- Director, architecture firm
- Heads of Marketing and Brand, retail
- VP, professional services

Gia is committed to helping leaders create balance and meaning in their working lives and perform at a higher level. As a coach, she uses inquiry, challenge, and reflection to help her clients create change and shorten the distance between dreaming and doing. Gia's clients value her ferocity, courage, and energy.