

Betty LaMarr **Executive Coach**

Betty LaMarr as an Executive Coach and Diversity Consultant works with senior executives from around the world to help identify and assess developmental opportunities for organizations and individuals.

Betty's corporate background includes roles as senior executive for an information technology consulting firm, selling and managing in the high technology industry for more than 20 years.

For the past ten years she has been helping clients from all over the world. Her many years in business are distinguished by significant accomplishments in a wide range of senior positions. She has served as the Senior Vice President of Sales & Marketing for a South African telecommunications company, Executive Vice President of an Orange County IT Consulting firm, Global Alliance Executive for a Boston-based technology integration firm and Director of Business Development for a worldwide diversity consulting firm.

She has taught Marketing at both the college and university levels. With such diverse experience her clients find her an excellent resource and mentor. She has managed profit and loss responsibility for \$100M and employees in diverse disciplines. She continues to run two successful companies and knows first-hand the excitement and challenges that business leaders face. Betty has earned an MBA from the School of Business, Pepperdine University, Malibu, California, BS, Marketing, California State University, Los Angeles and a Certified Coach, credential from the International Coaches Federation.