



CATHY LIGHT

EMPOWER. INSPIRE. TRANSFORM.



Business & Workplace Transformation Expert

Executive Advisor to CEOs & Boards

Founder, Liderança Group | Creator, Winning Teams Win™

Organizational Architect & Alignment Strategist

Executive Performance & Decision Coach

Global Speaker & Strategic Facilitator

Cathy is an organizational advisor, entrepreneur, and global speaker known for the clarity and discipline she brings to complex leadership environments. She works with enterprise leaders to strengthen alignment, sharpen decision-making, and improve performance during critical inflection points.

Through Liderança Group, she has developed and expanded brands such as Winning Teams Win™, focused on executive alignment and performance, and Workplace Data Center, a data-driven platform that equips leaders with actionable insight into organizational health and effectiveness.

A TRUSTED PARTNER

Cathy Light is a trusted advisor to CEOs, boards, and senior leadership teams navigating moments where clarity, alignment, and decisive action carry real consequence.

An award-winning entrepreneur and corporate executive, Cathy is known for the rigor, judgment, and strategic perspective she brings to complex leadership environments. She works at the intersection of strategy, people, and execution, helping leaders reset direction, pressure-test decisions, and align their organizations when the stakes are high.

Through her proprietary Winning Teams Win™ and Mind. Will. Heart. frameworks, Cathy supports leaders in strengthening judgment (Mind), decisive action (Will), and trust-based alignment (Heart).

Her work is not theoretical. It is grounded in enterprise operating realities and shaped by decades of executive experience leading growth, turnaround, and transformation.

Cathy's clients value her ability to cut through noise, surface the real issue, and guide leaders toward clear, actionable next steps that restore momentum and protect long-term value.

EXECUTIVE ADVISOR & ORGANIZATIONAL ARCHITECT

Cathy helps leadership teams create alignment between strategy, structure, and execution. She works with organizations facing growth acceleration, leadership misalignment, performance decline, or structural inflection points.

Her approach recognizes that organizations are communities of responsibility and consequence. Sustainable performance requires disciplined leadership behavior, clear decision rights, and accountability at every level.

She partners directly with CEOs and boards to ensure that leadership expectations, operating realities, and cultural signals reinforce, rather than undermine, enterprise performance.



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EXPERIENCE MATTERS

Cathy is at her best when guiding leaders through moments of inflection, crisis, performance decline, growth acceleration, or market disruption. Drawing on decades of corporate leadership and entrepreneurial experience, she brings seasoned judgment and operating insight that help mid-market and enterprise organizations navigate complexity with clarity and confidence.

Most companies who are bleeding cash need an aggressive plan to reset the organization to align revenue and employee ROI. These are very difficult discussions to have when current leadership survival might be at stake,

says Cathy



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ONE COMPANY. FIVE BRANDS.



The Liderança Group

Liderança Group is the parent organization uniting a portfolio of leadership, advisory, and performance-focused brands. Founded by Cathy Light, the Group supports enterprise leaders in aligning strategy, structure, and execution to strengthen long-term performance.

Through data-driven insight, executive advisory, and proprietary leadership frameworks, Liderança Group helps organizations navigate complexity, reset direction, and operate with greater clarity and accountability.



WorkplaceDataCenter.com

Workplace Data Center is a modern leadership intelligence platform that combines advanced assessment tools, real-time analytics, and AI-driven insight to give executives visibility into organizational health, performance risk, and team alignment. It equips leaders with actionable data to make confident decisions that protect and strengthen enterprise performance.



AssessmentLeaders.com

Assessment Leaders® provides best-in-class executive and organizational assessment solutions that equip leaders with clear, actionable insight. From leadership diagnostics to team and talent evaluation tools, Assessment Leaders helps organizations hire intelligently, develop effectively, and align talent with performance outcomes.

Its data-driven approach ensures leaders make informed decisions grounded in measurable intelligence rather than intuition alone.



HRLeaders.com

HR Leaders partners with organizations to design and implement modern, disciplined HR operations that support both business performance and employee experience. From compliance and infrastructure to strategic workforce planning, HR Leaders ensures that human capital systems reinforce, rather than hinder, enterprise execution.

The focus is practical: clarity, accountability, operational excellence.



LeadershipBalance.com

Leadership Balance delivers contemporary leadership development grounded in Cathy's proprietary Mind. Will. Heart. framework. The brand focuses on strengthening judgment (Mind), decisive action (Will), and trust-based influence (Heart) to ensure leaders operate effectively under pressure.

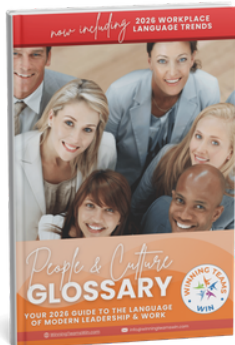
Through targeted development programs and proprietary assessments, Leadership Balance helps leaders build resilience, clarity, and sustained performance.



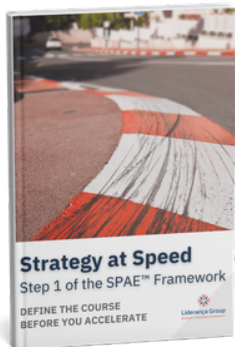
WinningTeamsWin.com

Winning Teams Win™ is Cathy Light's proprietary executive alignment framework designed to strengthen leadership effectiveness at the Mind, Will, and Heart level. The model helps senior teams clarify direction, reinforce accountability, and align behaviors with enterprise performance, ensuring strategy translates into disciplined execution and measurable results.

RESOURCES



People & Culture Glossary



Strategy at Speed



Corporate Brochure

CORPORATE EXPERIENCE

Vice President & General Manager

Recruited to lead a struggling division of this publicly traded technology company, Cathy assumed responsibility during a period of operational and financial instability. Within two years, she and her team delivered 38% revenue growth, streamlined global operations, restructured distribution channels, and restored disciplined financial controls. Her leadership repositioned the division and set it on a clear path toward a successful liquidity event.



Senior Sales & Marketing Executive

At Fuji Optical Systems, Cathy helped build and scale a new division leveraging high-resolution imaging technology. She played a key role in developing market strategy, accelerating adoption, and establishing competitive positioning in a rapidly evolving industry. Her work contributed to meaningful revenue expansion and strengthened the company's market presence.



Internal Communications & Public Relations

Cathy began her career at Apple during a pivotal period of growth, leading internal communications around the Macintosh factory launch and supporting executive engagements. Working closely with senior leadership who reported into Steve Jobs, shaped her understanding of high-performance standards and enterprise-level decision-making.



ACADEMICS

- June 2018, Harvard Business School Program, Leading High-Growth Businesses
- M.S. in Human Resources & Organizational Development, University of San Francisco
- B.S. in Business Administration, San Jose State University

PROFESSIONAL CERTIFICATIONS

- WBENC - Certified Women Owned Business
- Certified Partner, The Five Behaviors of Cohesive Teams
- Checkpoint, Leadership 360™, Profiles International
- Certified Management Consultant (CMC), Institute of Management Consultants

AFFILIATIONS

- 2020 International Association of Microsoft Channel Partners (IAMCP)
- Forbes Coaches Council Member 2018 (invitation only)
- Women President's Organization, Atlanta Chapter Member
- Women President's Organization, Former Chapter Chair for Idaho and Utah
- Enterprising Women Advisory Board Member
- Vistage Resource Facilitator/Coach
- Former Member, Keiretsu Forum, Angel Investors Group
- 2015 - 2018 College of Business and Economics Executive Board, Boise State University

AWARDS

- 2024 & 2025 Top Women Leaders in Business Consulting from Women We Admire
- 2021 Top 10 Women in Cloud Entrepreneur
- 2020 Microsoft Women in Cloud (WIC) Recognition
- 2017 Idaho Women of the Year and Circle of Excellence by Idaho Business Review
- 2012 Women of the Year by Idaho Business Review
- 2009 & 2010 Nominated by Smart Business for the Ernst & Young Entrepreneur of the Year



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VISTAGE



WOMEN PRESIDENTS' ORGANIZATION
Reaching Farther. Together.

