

Heidi Connal is a seasoned executive coach and advisor with over twenty years of experience building collaborative, compassionate, and high performing teams. She works with visionary leaders who strive to achieve ongoing impact and purpose within their career and are hungry to identify new opportunities for growth, learning, and contributions with their hearts and souls. Her techniques cultivate empathy as well as self-awareness, so her clients can step into their authentic selves for powerful impact and courageous contributions.

Heidi is known for her leadership and consulting expertise in large global enterprises, including the United Nations, PriceWaterhouseCoopers, American Express, Bank of America, and Salesforce. She has led global divisions in mergers and acquisitions, business development, strategic consulting, technology, and marketing, and has industry experience within financial services, higher-education, and nonprofit sectors as well as in international non-governmental organizations.

Heidi's insatiable thirst for learning and exploration began as a child of an Air Force family and later developed into a passion for travel and adventurous experiences. In the last fifteen years, Heidi has traveled to all seven continents and has donated her time to volunteer in countries such as Ghana, Haiti, Laos, Thailand, and Cuba. She is a top fundraiser for the National Multiple Sclerosis Foundation's annual Waves To Wine ride and she provides pro bono hours to various nonprofits focused on building their capacity and leadership. When she's not building purpose-driven leaders, she can usually be found underwater with whales and sharks or in third world villages where cell phone coverage does not extend.

Heidi holds an MBA in finance and marketing from NYU Stern School of Business and a bachelors degree in information systems from the University of Virginia. Heidi is a certified executive coach through the Berkeley Executive Coaching Institute. She's also a certified open water dive instructor with PADI.

After twenty-one years in Manhattan, Heidi is a recent transplant to the fine city of San Francisco. Though she misses the hustle of the New York City subways and the avant-garde off-Broadway plays, she's happy to replace them with the outdoor lifestyle of the Bay Area.