



Joanie Rufo, PCC

Joanie Rufo is a Certified Leadership Coach with nearly 25 years of experience helping leaders be more purposeful and effective.

Joanie blends inherent ability and professional experience to coach executives through a critical path of analysis, decisions and insight. She asks the questions that bring fundamental gaps or roadblocks to the surface, and facilitates people's ability to address those issues. Clients see new possibilities, act in new ways and see new results.

PROFESSIONAL EXPERIENCE: Having spent her career in high-growth industries and companies, Joanie knows firsthand how quickly organizational conditions shift. Guiding executives to learn and make conscious decisions in context to shifting internal and external influences is the hallmark of Joanie's career.

Before founding Initiate Consulting in 2007, Joanie was a Strategic Research Director for CIO Executive Education at the Corporate Executive Board; a Senior Director in Corporate Strategy and Planning with Amdocs Ltd.; and senior industry analyst at AMR Research. She also held several corporate strategy and marketing roles with global high-tech organizations throughout the 1990s. Additional details about her professional history can be found on her [LinkedIn profile](#).

Joanie holds a Bachelor of Arts degree from the University of Dayton, and received her Certificate in Leadership Coaching from Georgetown University in 2009. She is certified as a Professional Certified Coach (PCC) by the International Coach Federation (ICF). Additional affiliations and activities include:

- Member of the International Coach Federation, subscribing to the ICF Code of Ethics;
- Certified Consultant for The Leadership Circle™ 360 Assessment and Culture Survey and EQi 2.0®;
- Active Pro Bono Consultant with the Taproot Foundation;
- Mentor, Georgetown University Leadership Coaching Program; and
- Owner, "Certificates of Laughter" from the DC Improv Comedy Club & Washington Improv Theater.

Joanie lives in Arlington, Virginia with her husband, Bob.

“What are you ready to **initiate**?”