

## **Brenda Knapp**

Brenda Knapp is President of Knapp Development Group LLC, which provides cross-industry leadership training, coaching and facilitation. As an executive coach and trainer, Knapp has particular expertise in persuasive communication, leadership presence, consultative selling and work/life Integration. Through her executive coaching practice, Brenda is privileged to support her clients through transformations, both professional and personal. Knapp's coaching programs focus on improvement of interpersonal skills, collaboration, influence, selling and leadership. Helping clients gain a heightened awareness of their own strengths and style and that of their colleagues, results in tangible impact to effectiveness, outcomes and the bottom line.

Brenda is also the Midwest Director for WOMEN-Unlimited, Inc., a nationally-recognized resource that helps organizations attract, retain, and develop emerging, high-potential talent. She is a proven motivator and inspiring facilitator. Clients cite Knapp's sense of humor, energy, intuition and ability to simplify complex concepts, among her key attributes. Partnering with Fortune 500 companies, Knapp provides a safe yet challenging environment for participants to try out new behaviors and skills. In her business development role, Knapp also works with the corporate partners to align the participant selection with corporate strategy.

Brenda is a certified facilitator in Everything DiSC communication style assessment, The Five Faces of Genius, creative thinking and team innovation curriculum, a professionally trained and accredited coach and a member of the International Coaching Federation.

Knapp began her corporate career at a global advertising agency, where she learned the power of branding. She transitioned her media and advertising experience into sales and marketing of national consumer media and marketing platforms with Time Inc. and Conde Nast. At Conde Nast, she was recognized for her leadership, ability to drive revenue growth, and selected as a National Salesperson of the Year

She has lent her expertise to several not-for-profit organizations, assisting them with marketing strategy, leadership development and fundraising. To channel her passion in front of an audience, Brenda attended and graduated from the Players' Workshop of the Second City and the Second City Training Center.

She is an avid runner, aspiring yogi and resides in the Chicago area with her husband, three children and Portuguese water dog, Vinny.