



# Craig Coffey, P.C.C.

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## Experience / Approach

Craig Coffey is the Founder and President of Way Maker Leadership LLC and a Strategic Partner with Mariposa Leadership, Inc. Craig brings a wealth of leadership experience into his coaching practice, having held senior-level positions, including CMO, for several Fortune 200 Companies across the Consumer-Packaged Goods, Hospitality, Technology, and Financial Services sectors. This experience enables him to quickly identify with a leader's complex role and challenges. Craig provides an executive coaching experience distinguished by trust, openness, active listening (for what's said and not said), and direct dialogue. His approach helps uncover new insights, refine skills, and deliver inspired and measurable results. Clients grow while preserving their authentic selves.

Notably, Craig is a Diversity, Equity & Inclusion (DE&I) champion helping organizations game-plan how to recruit, develop, and advance future leaders. He recently co-developed a curriculum to instruct executive coaches on navigating DE&I with clients that received approval and accreditation for the ICF Continuing Coach Education.

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## Recent Clients

Craig works with Directors to C-level leaders across a variety of functions and sectors. Recent clients include:

- [EVP Technology - Telecommunications](#): building confidence, decisive leadership, and influence.
- [SVP Marketing - Consumer Packaged Goods](#): deepening team engagement and improved results.
- [High Potential - Technology](#): adapting communication style and executive presence.
- [Chief Revenue Officer - Consumer Retail](#): transitioning into an expanded role and prioritizing high-impact work.
- [Chief Information Security Officer - Financial Services](#): fortifying followership, effectively giving & receiving feedback.
- [CEO and the executive leadership team - Environmental Sustainability Organization](#): facilitating a Diversity, Equity & Inclusion workshop to strengthen organizational culture and build corresponding accountability.

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## Education

Craig brings a unique combination of senior-level corporate experience across various sectors, a respected educational background, and a common-sense pragmatism.

- Professional Certified Coach (PCC), International Coaching Federation
- Certified Diversity & Inclusion Leadership Coach, Center for Executive Coaching
- Global Marketing Strategy & Planning, Insead
- Program for Management Development, Executive Education, Harvard Business School
- B.S., Marketing, Boston College

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## More

Craig resides in Dallas, TX. Faith, Family, Fitness, Food & Film! Faith is his foundation. His wife and children bring great joy and excitement to life. Fitness and being competitive fuels his drive. As a multicultural family, they enjoy cooking and exploring new foods in the kitchen. A relaxing indulgence is watching old film classics and enjoying the stories and crafts of former actors, producers, composers, directors, writers, and cinematographers.