



Erica Roberts, Certified Business Guide, inVantage

1 Erica has never been an executive comfortable with *'staying in her lane.'* She has always been intimately involved in the business trajectory, translating strategy to align talent for exceptional execution to push growth. Always lock-step with owners, CEOs and Presidents, Erica has been known to have a sixth sense for understanding organizational health and building accountability practices to achieve results. She knows the speed that can be achieved with organizational alignment and clarity of purpose.

2 Always thirsty to understand a business's value proposition and how talent, execution, and financial strength achieve growth, Erica turned in her ad-hoc organizational toolbox for that of Pinnacle® to be a Business Guide. Equipped with some of the finest business tools on the planet, the Pinnacle® principles are curated from hundreds of time-tested books, proven systems, and concepts, then custom-designed for each business's unique climb—all to help teams gain the highest impact in the shortest time. Pinnacle® is an evolution and not an easy journey, but the view from achievement is incredible.

3 As a quintessential operations leader, Erica has been intimately involved in the climb. She has strapped in and implemented the Pinnacle® principles. Working in organizations with 2x to 5x growth, Erica has led acquisitions, business consolidations, systems implementations, and significant capital expansions. She knows the stresses and challenges of leading a business and all the competing demands. Often the business coach, she has focused on helping leaders worldwide improve their business units. With her diverse experience, Erica's purpose is to equip leaders to build strong organizations their staff is proud to work for.

- Coach and Owner, Equip2Achieve
- VP & General Manager, GDI Adhesives
- Chief Human Resources Officer, Ellsworth Corporation
- Global Chief Human Resources Officer, IEWC
- HR & Training Manager, Marconi/Ericsson
- Training Manager, Hiway Federal Credit Union

Professional Highlights

EDUCATION AND KEY CERTIFICATIONS

- Certified Pinnacle Business Guide®
- Authorized Partner Everything DiSC® and Five Behaviors®
- EQ-i 2.0® & EQ 360® Certified
- MBTI® II & CPI 260® Auth
- Leadership Challenge – LPI® 360 Authorized
- College of Executive Coaching - Certified Professional Coach
- Univ. of Wisconsin-Eau Claire, Bachelor's in Organizational Communications, Minor in Human Resources
- Univ. of Wisconsin-Stout, Master's in Training & Talent Development

IN PROCESS – PENDING:

- ICF – Assoc Certified Coach
- Lead Leader – IASSC
- Harvard Business School: Certificate of Specialization: Entrepreneurship & Innovation, Finance & Accounting

BOARDS, GIVING BACK, AND COMMUNITY LEADERSHIP

- TEMPO Milwaukee
- Executive Agenda
- Women in Manufacturing
- SHRM - National Member
- Metro Milwaukee SHRM
- Speaker and Panelist

Certification Snapshot

