



Erica Roberts, Certified Business Guide, inVantage

EDUCATION AND KEY CERTIFICATIONS

- Certified Pinnacle Business Guide®
- Certified Value Builder Advisor™
- 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
- Lead Leader – IASSC
- 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
- Harvard Business School: Certificates of Specialization.

BOARDS, GIVING BACK, AND COMMUNITY LEADERSHIP

- TEMPO Milwaukee
- Executive Agenda
- Women in Manufacturing
- The ESOP Association
- SHRM - National Member
- Speaker and Panelist

1 Erica has never been an executive comfortable with *'staying in her lane.'* She has built her career alongside CEOs, owners, and boards, embedding herself in the leadership fabric of businesses across industries—including non-profits, ESOPs, public, and family-owned organizations. Erica has been known to have an instinctive ability to assess organizational health and drive growth by aligning talent, strategy, and operations. She knows that clarity of purpose, disciplined execution, and shared accountability are the accelerators of scale and success.

2 Always thirsty to understand a business's value proposition and how talent, execution, and financial strength achieve growth, today, Erica is a Certified Business Guide with inVantage, and brings her certifications as a Pinnacle Business Guide™, Value Builder Advisor™ and certified Executive Coach to her work. She combines Pinnacle's principles with the inVantage Toolbox, equipping leadership teams with practical tools and frameworks to execute with clarity and discipline. Erica's work ensures that leaders don't just achieve results—they build organizations where enterprise value grows alongside operational excellence.

3 As a quintessential operations leader, Erica has been intimately involved in the climb. She has implemented the Pinnacle principles and knows firsthand the benefits that are possible. Drawing on firsthand experience leading high-growth organizations through acquisitions, expansions, diversification and cultural transformations, with her diverse experience, Erica holds leaders accountable as they build resilient, high-performing businesses. She partners with leaders to clarify vision, foster alignment, and create workplaces where people are proud to contribute—and where that contribution drives both cultural vitality and enterprise value.

- 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

Certification Snapshot

