

## **TRACY SHROYER – BIO AND BACKGROUND**

### **Short Bio (3<sup>rd</sup> person, 61 words, 389 characters with spaces)**

Dr. Tracy helps mid-level professionals to strengthen their professional brand and enhance their interpersonal skills. She has over 26 years up, down, and across levels of a Fortune 500 company. She runs her career coaching business and hosts the *Through the Lens of Learning* podcast while enjoying a life of endless learning with her husband and smarty-pants Australian shepherd in Ohio.

### **Long Bio (1<sup>st</sup> person, 239 words, 1,511 characters with spaces)**

I help mid-level professionals to strengthen their professional brand and enhance their interpersonal skills. With over 26 years as a corporate professional at a Fortune 500 company, I have found that most mid-level professionals feel stuck on what skills to focus on, and even more confused when it comes to strengthening their brand in this stage of their career. I run my career coaching business and host the *Through the Lens of Learning* podcast while enjoying a life of endless learning with her husband and smarty-pants Australian shepherd in Ohio.

After serving 16+ years of hard time in university (on purpose), I know what it's like to have a deep desire to continually learn and evolve. I've also now spent over 7 years on the other side of the desk as a college/university adjunct professor with experience both in-class and on-line with a focus industrial-organizational psychology and previously in business management and communications.

While I've played lightly in the entrepreneurial space for years, helping professionals with their resumes and career aspirations, it was my breast cancer diagnosis in January of 2020 that lit a fire under me to build my business out even more by building out 1on1 coaching opportunities, focused masterminds, and self-paced courses.

I created *5 Ways to Create a Solid Professional Development Plan* (a freebie on my website) to teach mid-level professionals how to develop, implement, and gain accountability for a more effective professional development plan.

**FAST FACTS:**

- 26+ years in numerous roles at a Fortune 500 company, including customer service, risk, operations, product, training, and technology
- 7+ years Adjunct Professor for undergraduate (business) and graduate (I/O psychology) programs
- Currently balancing a full-time role, teaching, my business, and life (and doing a damn fine job of it!)
- Celebrating 25 years married to my amazing husband, Tony, this year. We purchased a travel trailer and excited at the camping adventures to come!
- Motivated by Coke Zero

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