

The logo for Professional Certified Coach (PCC) consists of the letters 'PCC' in a bold, yellow, sans-serif font. It is positioned on a dark blue background that features a curved, abstract shape in shades of yellow and orange on the right side.

## ICF Credentials and Standards

is honored to confer upon

**Dawn C. Reid**

the designation of


## Professional Certified Coach (PCC)<sup>™</sup>

The designation is earned by demonstrating knowledge and proficient use of core coaching skills through a comprehensive application and evaluation process designed to ensure high standards for the coaching profession and the clients it serves.

Awarded on this day: 6/6/2022

A handwritten signature in black ink, appearing to read 'Boris Dobis', written over a horizontal line.

**Boris Dobis, ACC**  
Chair  
2022 ICF Credentials and  
Standards Global Board

A handwritten signature in black ink, appearing to read 'Magdalena Mook', written over a horizontal line.

**Magdalena Mook**  
Executive Director  
International Coaching Federation



Valid through: 6/30/2025



# Learner Transcript

Reid Dawn C.

## Credits

| Type                | Title  | Completed  | Credits |
|---------------------|--|------------|---------|
| CCE-Core Competency | Comprehensive ICF PCC Marker Assessor Training - v2.00 | 01/25/2023 | 40.00   |

## Summary

| Type                | Credits |
|---------------------|---------|
| CCE-Core Competency | 40.00   |



The International Consortium for Agile (ICAgile) hereby certifies that, having successfully completed the learning and evaluation for this certification, the holder shall be recognized as an ICAgile Certified Professional in Agile Team Facilitation, with rights to affix and display the letters ICP-ATF. This certification signifies that the student has acquired knowledge (as assessed by instructors) in the Agile Coaching discipline.

# ICAGILE CERTIFIED PROFESSIONAL

## AGILE TEAM FACILITATION

### ICP-ATF

*Dr. Dawn C. Davis-Reid*

*Ahmed Sidky*

Ahmed Sidky, Ph.D.  
President, ICAgile

Sunday, June 26, 2022



*Sugeetha Avvaru*

Sugeetha Avvaru  
Coach2Reach



The International Consortium for Agile (ICAgile) hereby certifies that, having successfully completed the learning and evaluation for this certification, the holder shall be recognized as an ICAgile Certified Professional in Agile Coaching, with rights to affix and display the letters ICP-ACC. This certification signifies that the student has acquired knowledge (as assessed by instructors) in the Agile Coaching discipline.

# ICAGILE CERTIFIED PROFESSIONAL AGILE COACHING ICP-ACC

*Dr. Dawn C. Davis-Reid*

*Ahmed Sidky*

Ahmed Sidky, Ph.D.  
President, ICAgile  
Sunday, May 1, 2022



*Rohit Ratan Mani*

Rohit Ratan Mani  
Coach2Reach



Modern Health University

## CERTIFICATE OF COMPLETION

0.3 ICF CCE Resource Development Units

# Dawn Davis Reid

FOR SUCCESSFUL COMPLETION OF COURSE

**Core Series: Introduction to Evidence-Based Coaching**

Date: 2023-06-11

**Serial No.**

cert\_p3v1wqvp



Modern Health University

## CERTIFICATE OF COMPLETION

0.5 ICF CCE Resource Development Units

# Dawn Davis Reid

**Core Series: Motivational Interviewing**

Date: 2023-06-11

**Serial No.**

cert\_lkhwscsv



Modern Health University

## CERTIFICATE OF COMPLETION

7 ICF CCE Resource Development Units

# Dawn Davis Reid

FOR SUCCESSFUL COMPLETION OF COURSE

**Mental Health Coaching**

Date: 2023-07-06

**Serial No.**

cert\_0mhmtmqd



# Managing Organizational Change for Managers

Course completed by Dr. Dawn C. Davis-Reid, PCC, ICA-ACC/ATF

Jan 17, 2024 at 10:02PM UTC • 1 hour 22 minutes

Top skills covered

Organizational Change Management

Head of Content Strategy, Learning

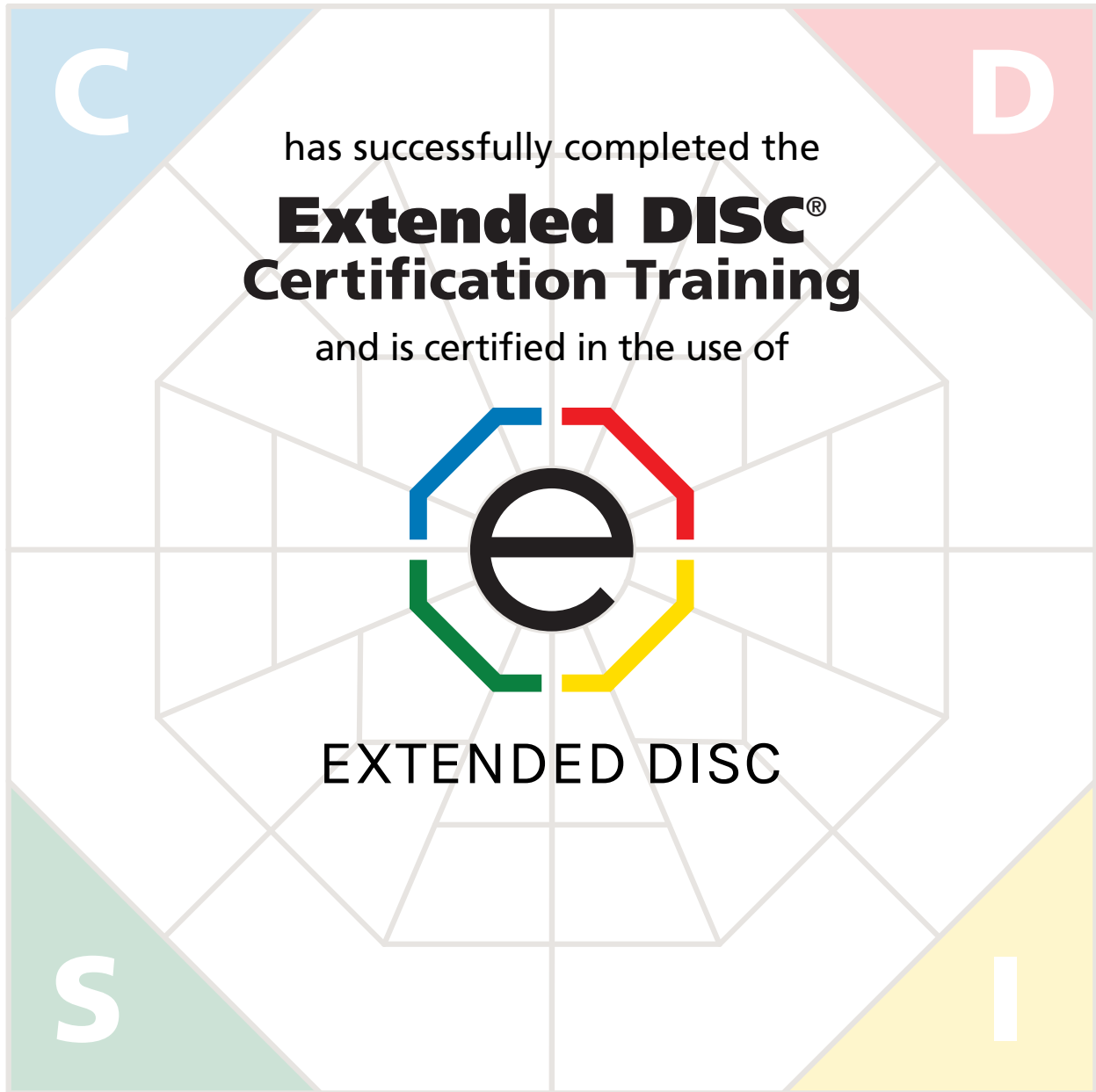


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Program: PMI® Registered Education Provider  
Provider ID: #4101  
Activity #: 4101M503JV  
PDU/ContactHours: 1.25  
Certificate ID:  
16ccfd88d5757b46103da16b1c331815de0c316f9b887977c693dfa01ec9870d



# Dawn Davis-Reid



Markku Kauppinen  
President, Extended DISC North America, Inc.

### **EXECUTIVE SUMMARY**

Dynamic Learning and Development leader with a proven track record in designing, implementing, and managing comprehensive training strategies that enhance skills and leadership capabilities across organizations. Leveraging extensive experience in inclusive and equitable teaching, adult learning theories/ADDIE, and a back-of-the-room approach, excel in partnering with people-managers and senior executives to assess organizational learning needs and develop tailored training programs. Known for creating best-in-class learning experiences and standardizing training processes in decentralized, multi-site organizations. Use AI, technology, data, and innovative methods and tools to drive growth, leadership development, and organizational success. Initiatives have resulted in a 30% boost in leadership capabilities and team performance with partner organizations. Committed to aligning training initiatives with strategic business goals and compliance with quality and safety standards.

### **CORE COMPETENCIES**

MS Office (365) | Adobe Writer/Reader | PDF Rendering Server | SuccessFactors LMS | Captiva | Wix | Google Apps | Adobe Creator | Zoom Webex | Data Prompter | MS Teams | Project Management Systems | Track Wise Change Management Systems | Symphony Document Management | Salesforce Document Management Systems | ADDIE | Agile Project Management Agile Coaching | Leadership Coaching | Canva | AI Prompting Specialist & Digital Learning | Extended DISC

### **PROFESSIONAL EXPERIENCE**

Independent Contractor, Clementon, NJ

05/2014 - Present

#### **Certified Professional Coach & Facilitator**

- Partner with government agencies, corporations, and nonprofit organizations to integrate inclusion and belonging into professional development programs in their institutions. Develop policies, programs, and coaching-based approaches to upskill talent, enhance team engagement, improve leadership capabilities, while boosting cultural intelligence. Manage team project managers and lead the implementation of deliverables to clients' satisfaction. As the principal instructor for ICF-accredited courses, developed, facilitated, and scaled curriculums on building coaching competencies. Established the company as a Level 1 accredited coaching education institution. Trained up to 30 facilitators and ICF coaches on programs and coaching framework.
- Develop and direct stress management and coaching program strategies that align with the client's business and leadership development goals. Integrate and facilitate DISC, MBSR, and Co-Active coaching programs into company culture and values. Determine, author, and lead cross-functional teams that oversee the objectives, policies, and operations for senior and executive leadership capabilities development for international enterprises.
- Use Extended DISC to assess strengths and drive coaching discussions around specific goals. Additionally, serve as a Senior Coach Fellow and coaching consultant for Better-Up, Maven, and Modern Health, engaging in 30 individual coaching relationships monthly with executives and senior leaders worldwide.
- Develop surveys, metrics, case studies, and white papers that capture data, KPIs, and program maturity. Administer assessment and analyze data to ensure programs continuously improve, determine and close gaps, and track progress. As a senior fellow coach, consult with coaching platforms (Better Up, Maven, Modern Health) and support coaching relationships with diverse members. Improve wellbeing scores 50-70%.

BMS, Lawrenceville, NJ

01/2020 - 11/2023

#### **Associate Director, Professional Development Program Lead, 03/2023 - 11/2023**

- As an Associate Director at BMS in Lawrenceville, NJ, I designed and led the Professional Development Program, which impacted 33K employees worldwide while managing a \$5M budget. Worked collaboratively and cross-functionally with Human Resource Business Partners, Talent Management, Inclusion & Belonging/Employee Resource Groups, Executive Leaders, and site teams across the company's international market to design training programs. Supported Global People Strategies, scaling L&D programming across EMEA, Latin America, and Canada.

- Interviewed, hired, and supervised vendors to support the rollout of an enterprise-wide portfolio, including coaching and mentoring programs. Guidance was provided to individual contributors and managers on training programs that aligned with business objectives, performance plans, and team project goals.

#### **Associate Director, Culture of Excellence (CoEx), Quality Management Systems, 01/2020 - 03/2023**

- In Quality Management Systems, partnered with the senior director, senior leadership, and process owners on CoEx and quality operations strategy. Delivered training for 92 business units with 200 teams, Customized CoEx approaches, coached 50+ team members on lean and agile leadership, and facilitated workshops at manufacturing sites across international markets. Incorporated inclusion and belonging policies into programming.
- Led 70 training events while integrating CoEx into five business units (92 process owners/200 teams) and managed two direct reports and vendors from PwC and North Highland. Developed impactful CoEx messaging, training materials, and metrics reporting tools to monitor success. Rolled out change management program for CoEx pilot.

### **ADDITIONAL EXPERIENCE**

**New England College**, Boston, MA, Community Psychology Course

**Camden County College**, Blackwood, NJ, Intro to Psychology Course

**Temple University**, Philadelphia, PA, Social Cognition Course

#### **Adjunct Professor**

Engaged online and onsite students in thought-provoking discussions that reinforce critical thinking. Facilitated course learning outcomes and coached struggling students toward academic success. Provided timely feedback, offered resources, and conducted small online sessions to improve academic and writing skills. Recommended tutoring and additional services as needed. Lectured on psychology topics and current research on applied behavioral science. Organized course content for optimal understanding. Secured a \$10K grant for creating an experimental hybrid curriculum. Managed classes of up to fifty students. Implemented APA guidelines, integrated and administered technology, current events, and research lab.

**Pfizer Pharmaceuticals / InVentiv Clinical Research**, Collegeville, PA

#### **Consultant: Global Regulatory Affairs Training & Development**

Managed Pfizer Pharmaceutical's Global Regulatory Affairs training program, collaborating with key departments and leadership across the enterprise to design programs meeting staff development needs worldwide. Oversaw global regulatory and audit staff training, ensuring alignment with roles and responsibilities. Led new hire orientation, streamlined onboarding, and reduced the learning curve by three months through coaching and implementing a "buddy" system. Assisted employees in career planning and identified third-party training opportunities to upskill and strengthen the talent pipeline. Developed the Global Regulatory Processes, Procedures & Policy database for training programs, reducing duplicate efforts and data reporting inconsistencies by 30%.

### **EDUCATION & TRAINING**

- **Doctor of Philosophy in Psychology** - Northcentral University, AZ
- **Master of Science in Psychology** – Walden, University, Minneapolis, MN
- **Certification of Completion, Organizational Change Management** (January 2024), PMI/LinkedIn Learning
- **Certified Extended DISC Administrator & Assessor** (January 2024), Extended DISC, NA, Inc. - Magnolia, TX
- **Credentialed Professional Certified Coach** (June 2023), International Coaching Federation - Lexington, KY
- **Certified Professional Agile Trainer & Facilitator** (June 2022), ICAgile - Sterling, VA
- **Certified Professional Agile Coach** (May 2022), ICAgile - Sterling, VA

### **MEMBERSHIP**

International Coaching Federation | Former Vice President & Board Member  
Current DEI Consultant to The Philadelphia Chapter: 2018 To Present

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