

Tracy Podell has first-hand experience building the plane while she flies it. After years working in early-stage startups that achieved explosive growth and then acquisition by companies like Viacom and Tinder, she's seen the pitfalls and challenges startup executives can (and inevitably will) encounter. That is why she now dedicates her career to helping VP to C-level leaders navigate through their toughest challenges while scaling their tech companies.

After working with startups like Slack, Dropbox, Scopely and System1, in addition to many others in the fintech, SaaS, enterprise technology, subscription services, and entertainment/media sectors, Tracy's clients have described her communication coaching as "transformational". Tracy believes that effective communication is the key to gaining access to anything her clients want, and she can help them disrupt conflict, convey their value in a pitch, hold others accountable, and improve relationships with their partners and teams.

Tracy's coaching is also highly sought-after for overcoming impostor syndrome, time and work/life balance management, and executive presence development. In addition to her one-on-one coaching, Tracy launched Evolution's Women's Startup Circles, empowering women's leadership in tech, and is the founder of the Career Reinvention Lab focused on helping high-performing women create a career they absolutely love.

Certifications include: Coaches Training International (CTI) Certified | CoActive Professional Coach Certified | and International Coach Federation (ICF) Associate Certified Coach (PCC)