



# Catherine Nomura

Catherine Nomura loves weaving diverse elements together to create new possibilities.

Since 1998, Catherine Nomura has been focused on identifying and shaping new growth opportunities for The Strategic Coach Inc., first as Director of Marketing, and most recently, as Director of Business Development. She joined the company because she was attracted by the work it was doing to help entrepreneurs build bigger futures around their unique talents and passions.

Before that, Catherine studied and worked with organizations that provided support and financing for entrepreneurs in developing countries for more than six years. Her expertise is in helping entrepreneurial organizations recognize and communicate the unique value they have to offer the marketplace, helping them to establish undisputed leadership in their niche to draw new growth opportunities and business their way.

Equally comfortable in the realms of public relations, packaging, branding, marketing, publishing, and strategic planning, Catherine is also highly knowledgeable about the vast inventory of Strategic Coach® tools for entrepreneurs.

Catherine holds a master's degree in political economy of development from the University of Toronto and an MBA with a specialization in entrepreneurship from the University of Victoria.

Outside her work with Strategic Coach, she continues to consult with social entrepreneurs around the world, helping them to maximize their impact and navigate their choices strategically. She also acts in the capacity of strategic advisor to RESCo Energy Inc., a Canadian company that designs, builds, and finances green energy solutions on rooftops in partnership with building owners and managers.

Catherine is co-author of the books *Unique Ability®: Creating The Life You Want*, with Julia and Shannon Waller, and the bestseller, *The Laws of Lifetime Growth*, with Dan Sullivan, which has been translated into 12 languages. She lives in Toronto, Canada.

