

Babs Smith

Biography



Co-founder and CEO of The Strategic Coach Inc., Babs teamed up with Dan Sullivan to develop The Strategic Coach Program in 1988. A master at creative strategizing and team building, Babs directs business operations for The Strategic Coach in the USA and Canada, and leads a team of over 100 people.

Babs' talents encompass every aspect of the business, from the overall direction of the company to the evolution of the Program itself. Her creativity and insight are evident in the company's cooperative, team-oriented environment and in the unique experience created for clients and associates. These contributions are key to the success of the Program and the future growth and direction of the company.

An entrepreneur since 1972, Babs owned a successful private practice in holistic health in Toronto and maintains a great interest in this area today. Born and raised near Detroit, Babs resides in Toronto with husband and business partner, Dan Sullivan.