



Sheri Desaretz, Esq., CUG

LOOKING FORWARD COACHING
BUSINESS and EXECUTIVE COACHING/CONSULTING

Biography

Sheri Desaretz, founder and president of Looking Forward Coaching, LLC is a business and executive coach/consultant who works with business owners, professionals, executives, and individuals in career transition. She utilizes a very direct and results-oriented, yet compassionate, style. Sheri focuses on three critical areas with business and professional clients: getting a client “out of their own way”; business operations; and business development /marketing. This enables clients to examine who they are and how they operate, (to recognize and overcome the obstacles which obstruct the fulfillment of their professional and personal goals); determine the efficiency and effectiveness of their business operations; and assess whether their business development and marketing achieves the desired result. By facilitating the creation of new opportunities, her clients (and by extension, their professional firms, companies and organizations), achieve greater profitability and realization of their professional and personal goals. Her career transition clients focus on who they are, who they want to be, and how to get there, to assure that the next position on their career path is the right one, for them. The enhanced effectiveness in the management of her client’s professional lives tangentially affords them better personal balance and satisfaction, positioning them for professional and personal success, on their own terms.

Sheri’s career and life history have enabled her to be particularly well-suited to coaching. Sheri is a “recovering” attorney and lifelong entrepreneur. Her eclectic work experience has taken her from her early days as both a bicycle messenger and taxicab driver in New York City, to the formation, ownership and operation of a moving and trucking company, and on to a twenty-year stint as an attorney, owning and managing her own Philadelphia- and New Jersey-based business litigation law firm. Her extensive entrepreneurial, business and legal background, along with a pre-vailling interest in supporting others, has enabled her to experience valued success in the coaching/consulting field.

Sheri’s educational background includes a Bachelor of Arts degree in Sociology, Summa Cum Laude, President’s Scholar, Phi Beta Kappa from Temple University in 1977, and a Juris Doctor degree from Temple University Beasley School of Law in 1980. She completed advanced coach training and graduated from the internationally recognized Coach University.

Sheri’s clients comprise a diverse group of business owners (both established, and in the “start-up” stage), professionals, executives, and individuals in career transition, including:

- Business owners with operations of all sizes, in a wide variety of industries.
- Professionals, including attorneys, accountants, financial planners, physicians, architects, engineers, human resource managers, academics, technology, and others;
- Executives in various corporate/organizational settings, both for-profit and not-for-profit, including industries such as law, insurance, banking, health care, pharmaceuticals, marketing/pr, real estate, manufacturing, news media, education, sales, and others;

In addition to her private and group practice, Sheri is also a reporter for KYW News Radio in Philadelphia, broadcasting the weekend business report. She’s served as a weekly columnist for the Courier Post, and is a contributor to a variety of publications including South Jersey Biz and Girlfriendz. Additionally, Sheri often works with firms, companies and organizations in a consultant/training capacity, supporting their needs in the areas of business development, networking and marketing, practice /business management, business ownership concerns, oral and written communication skills development, team building, staff concerns, productivity, operations, work/life balance, time management/organization, and career transitions. She also presents public and private seminars, workshops and trainings on these topics.