



# Shannon Goodwin

FOUNDER AND PRINCIPAL

## BACKGROUND

As an executive coach and seasoned human capital consultant, Ms. Goodwin brings over 20 years of experience helping leaders and organizations build their capabilities, accelerate their performance, and engage their teams to perform at their best. From Silicon Valley start-ups through the Fortune 500, Shannon works with with leaders across a wide array of industries and organizations.

Ms. Goodwin's corporate background includes leading executive onboarding and global leadership development for Dell Technologies, and building out strategic leadership and talent development functions within a variety of companies in the tech, financial services and professional services sectors.

Shannon brings an analytical mind and a servant's heart to her approach in working with clients. When organizations are faced with transformational change, growth or disruption, she helps them translate evolving business strategy into practical, actionable paths forward to achieve successful outcomes. Shannon's passion to help leaders and organizations succeed, coupled with her focus on structure, action, and accountability, sets her apart in the world of coaching and consulting.

Ms. Goodwin is an expert Hogan assessment practitioner, and she is certified in a variety of other assessment instruments that provide a foundation for helping leaders and their teams increase their self awareness, lean into their strengths, and address their areas for development. As she works with each client to learn about their unique context, strategic goals, and vision of success, Shannon recommends the best instrument and approach to help them achieve their objectives.

Ms. Goodwin resides in Austin, Texas and enjoys staying active, traveling, and spending time all the time she can with her husband and teenage sons.

## SAMPLE CLIENT EXPERIENCE

Dell Technologies, Apple, Janus Henderson Investors, Credit Suisse First Boston, Quest Diagnostics, Teladoc Health, Whole Foods Market, BMC Software, Turner Construction, FLSmitdth, Samsung, UCLA, Wisk Aero, Addepar, Curology, Dal-Tile

## EDUCATION

*B.S., Communications*  
University of Texas at Austin

*M.A., Human Resource  
Leadership Development*  
University of Texas at Austin

## EXPERIENCE

*Founder & Principal*  
Canter Performance Group

*Chief Operating Officer  
& Talent Advisor*  
EnLite, LLC

*Executive Director, Client  
Solutions and Advisory*  
Coaching Right Now (CRN)

*Head of Global Leadership  
Development Programs*  
Dell Technologies

*Director of Leadership  
Development*  
Weichert, Realtors

*Leadership Development  
Manager*  
Credit Suisse First Boston-  
Select Portfolio Servicing

*Learning & Development  
Manager*  
Janus Henderson Investors

*Sales Consultant*  
Apple, Inc.

