

L. MICHELLE SMITH

Certified Personal & Executive Coach Speaker |Facilitator

L. Michelle Smith is a certified personal and executive coach who specializes in developing rockstar leaders who thrive at the intersection of tech, culture and business. She blends leadership development and strategic communications while specializing in the unique needs of women and women of color. She has more than 25 years of experience as an elite, award-winning strategic communicator and as an executive leader at global agencies, her own boutique agencies and a Fortune 10 technology, telecom and media company.

She is principal at NSC Executive & Business Coaching, a private practice, and is also the lead trainer at The 30 Minute Mentor™ (#30MM), a knowledge platform which organizes career and leadership training and masterclasses for entrepreneurs and corporate professionals.

A member of the International Coaching Federation (ICF) and certified by the CaPP Institute, an accredited program of the ICF, her coach training is grounded in tenants of applied positive psychology, and leverages insights from industry-tested and proven assessments to inform guided plans for improvement and smashing goals. She is officially endorsed by two respected organizations as a coach and trainer, having served as an official business coach for Black Enterprise Entrepreneur Summit and a member of the prestigious faculty of LEAD360, an organization that addresses the full-circle needs of the Fortune 500 executives through development, enrichment and networking. She is also an official in-app expert/coach for Building Brave, a women's leadership organization and a on-call career coach for The Mom Project.

She has consulted, trained or facilitated workshops for AT&T, the Dallas Mavericks, a host of professional organizations, non profits, colleges and universities and various local, national and global conferences. Her private coaching practice includes professionals from AT&T, Microsoft, Amazon Web Services, Mary Kay and other Fortune 500 companies.

She is one of the most-sought after contemporary speakers on topics surrounding technology, business and culture, and has been featured across the country on some of the most important stages across multiple industries.

L. Michelle is also an adjunct professor of strategic communications at the Bob Schieffer College of Communications at Texas Christian University where she also sits on the Board of Visitors and is also the face of their national ad campaign.

