

**Sheri Desaretz**  
**Looking Forward Coaching, LLC**  
**Business Success...Personal Success...On Your Terms**



**Sheri Desaretz** is a business and executive coach/consultant who works with professionals, executives, and business owners. She utilizes a very direct style, enabling her clients to examine who they are and how they operate, in order to recognize and define the obstacles which obstruct the fulfillment of their professional and personal goals. She facilitates the creation of new opportunities, affording her clients (and by extension, their professional firms, companies, and organizations) greater profitability, more time to do that which is important to them, and greater personal choice in their lifestyles. Her goal is to position her clients to achieve extremely high levels of professional and personal success, working within their own agendas and on their own terms, while making valuable contributions in areas of importance to them.

**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 law firm. Her extensive legal, entrepreneurial, and business background, along with a prevailing interest in supporting others, has enabled Sheri to experience success in coaching. She is the founder and president of **Looking Forward Coaching, LLC**.

**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 in 1980. She completed her coach training and graduated from Coach University.

**Sheri's clients** comprise an enormously diverse group of professionals, executives, and business owners, with a strong emphasis (given her legal background), on attorneys practicing in large, medium and small firm settings, as well as those in solo practices. Sheri also coaches, amongst others:

- Professionals including accountants, financial planners, physicians, architects, engineers
- Executives in various corporate settings including insurance, not-for-profits, banking, health industries, pharmaceuticals, marketing/public relations, human resources, real estate, sales
- Business owners in a wide variety of businesses

**In addition to her private practice**, Sheri is often retained in a consultant role by professional firms, companies and organizations, supporting their needs in areas such as business development strategy and implementation, marketing and networking, practice management, team building, staff concerns, productivity issues, time management and organization, development of leadership, management, communication and negotiation skill sets, and other related issues. As part of her practice, she presents seminars and trainings on a variety of topics relevant to professionals, executives, and business owners.

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