



Heather Wray

Executive Talent Assessor & Executive Coach

Role: Advisors & Coaches

Last Updated: March 2, 2022

BACKGROUND AND EXPERIENCE

Heather Wray has over 20 years of experience in the field of leadership development, serving as an executive assessor, executive coach, talent management consultant and sought-after group facilitator. Her assessment work in particular provides a key component of decision on executive hiring, promotion and succession planning as she uses empirical data to identify a candidate's key strengths and concerns as they relate to a targeted role.

Before joining Crenshaw, Heather spent over a decade as a senior-level coach and consultant. She acted as a trusted advisor to her clients, helping them select and develop senior talent — primarily through comprehensive executive assessment. At a systems level, she designed, built and delivered leadership development programs, helping organizations build their capacity for innovation and change.

As an Assessor, Heather's focus is to articulate personality, thinking style and ability, motivational profile and potential derailers in a given role. This input increases the odds of a successful hire or promotion and directs future Integration and Development.

As a Coach, Clients describe Heather's style as insightful, challenging and rigorous. She is direct, compassionate, and committed to helping her clients achieve their goals and develop into more authentic, inspired and balanced leaders. She is also sought out for her expertise in design thinking, leadership presence, mindfulness, and navigating complex political and influence challenges.

INDUSTRY/BUSINESS SEGMENT EXPERTISE

Financial Services, Consumer and Retail, CPG, Healthcare, Insurance, Non-Profit, Human Services Organization

REPRESENTATIVE CLIENT LIST

General Mills, Express, SuperValu, Macy's, Allianz, Capital One, Medtronic, BlueCross BlueShield, Värde Partners, Polaris

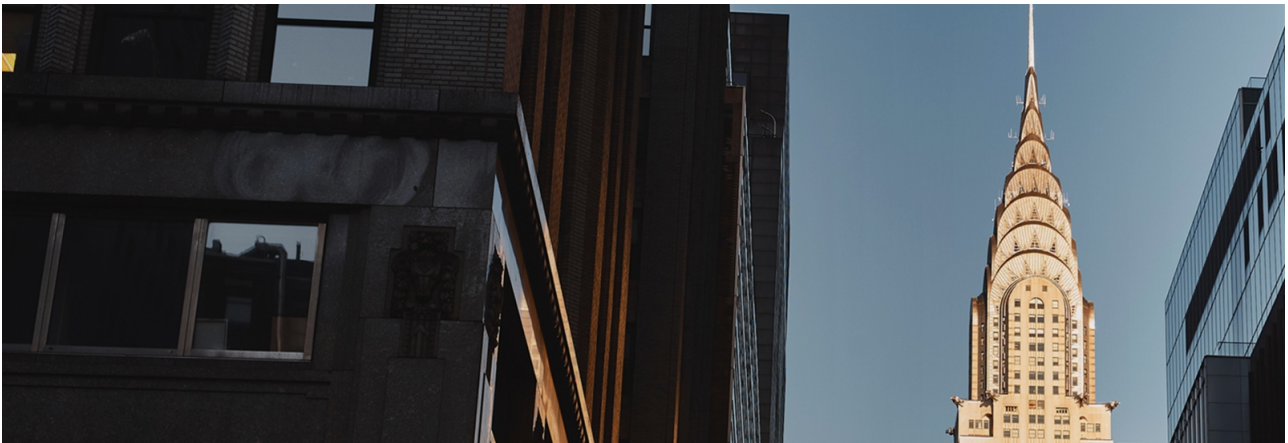
EDUCATION

Masters, Psychology, Naropa University; B.S., Business Administration/Financial Management , California Polytechnic State University

CERTIFICATIONS

Certified Integral Coach through New Ventures West and a certified facilitator of the ExperienceChange and ExperienceInnovation business simulations through ExperiencePoint in Toronto.

Certified Teacher by the Search Inside Yourself Leadership Institute, and delivers the SIY program developed at Google that builds the core emotional intelligence skills needed for peak performance and effective leadership.



ABOUT CRENSHAW ASSOCIATES

40 + years of helping companies and executives thrive.
Delivering today, developing for tomorrow.

We specialize in understanding top talent – exclusively – and in promoting their success.
We support clients who are transitioning, OnBoarding, being groomed for new responsibility, building their team cultures, or aspiring to become corporate directors.