



## Aurora Geis | CEO

**A GO STRATEGY** | [www.agostrategy.com](http://www.agostrategy.com)  
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### Executive Coaching

Career Advancement & Transition  
Values-Based Performance Coaching  
Energy Leadership Coaching  
Leadership Development  
Team Coaching

### Governance | Consulting

Board Governance  
Go To Market Strategy  
Culture | Organizational Design  
Succession Planning  
Strategic Planning

### Industry Expertise

Digital Marketing & Branding  
Faith-based Organizations  
Public Policy  
Financial Services  
Workforce Development/Apprenticeships  
Housing/Mortgage Financing  
Manufacturing  
Retail and Wholesale Energy Power Generation  
Start-Ups

### Areas of Focus

Speaker  
Executive & Millennial Coaching  
Energy Leadership  
High Performing Cultures  
Personal & Professional Branding  
Values-Based Performance Coaching

### Certifications

PCC, [ICF Professional Coaching Certification](#)  
ACC, [ICF Associate Coaching Certification](#)  
Eli MP, Master Practitioner - [Energy Leadership, iPEC](#)  
Executive Coach, [Coaching Education Institute](#)

### Business Certifications

ESBE - Enterprising Small Business Enterprise  
HABE - Hispanic American Business Enterprise  
MBE - Minority Business Enterprise  
SBE - Small Business Enterprise  
WBE - Women Business Enterprise  
HUB - Historically Underutilized Business  
South Central Texas Regional Certification Agency  
(SCTRCA) #218086245

Aurora is a values-based performance coach, consultant and digital marketer. Aurora's passion is to unleash the unspoken vision and purpose in Millennials and Generation X marketplace leaders. As leaders identify and align values, their "brands", she guides the acceleration of business knowledge, equipping the next generation of leaders to serve customers and marketplace needs. She has built an online coaching platform that equips employees and their managers to reach high performance and potential, through a process of values-based coaching.

As a values-based performance coach, she works with business and community leaders whose values encourage the discovery of purpose, talent, and creativity that is unleashed inside out in people and communities.

Aurora brings a unique blend of innovative vision, strategy, and building unique relationships to lead and influence transformation in high impact industries.

In 2018, Aurora led the effort for [Digital Creative Institute](#) to become the first digital marketing apprentice model in the U.S. with the [Department of Labor's Office of Apprenticeship](#). She acts as the Director of National Strategic Partnerships and Leadership Coach with DCI.

As a [Leadership Coach](#) she on-boards apprentices and a multi-generation of business leaders to enhance their performance and potential. The values-based approach brings awareness to their individual and corporate "brand". Values build leadership skills, strengthens individual and corporate purpose, enhancing creativity, courage and transformation to serve customers and marketplace.

In 2013, she disrupted her career in financial services as a Senior Credit and later a Membership Officer with [Credit Human](#), a \$2.5 Billion Credit Union, to pursue digital marketing and her passion in building leaders for the future through values-based performance coaching.

In 2014, she led the City of San Antonio's first [HubSpot User Group](#) (HUG Group) while building a strong digital brand presence with a start up company and a national consulting agency, [Analytic Focus](#), in statistics, finance and economics.

As Chairman of the Board for CPS Energy, she worked with International European Union (EU), National and Local Policy Leaders in a pioneering vision to create the United States first [New Energy Economy](#), an \$11 billion company. The vision had an economic impact of \$1.4 billion in San Antonio, attracting renewable energy partners such as OCI Solar, to develop 400 MW of clean, renewable energy to serve about 70,000 homes in San Antonio, Texas. It is the first and remains the largest utility-scale solar project in Texas. needs with excellence.

As the Director of the Fannie Mae Partnership, she led a \$2.5 billion affordable housing and community development strategy working with Congressman, Senators, State Representatives, County Officials and local Mayors over a decade, to increase the City of San Antonio's homeownership rates in San Antonio MSA, serving over 250,000 households and a strategy to revitalize the City's inner city housing stock.

Aurora volunteers as the Director of Marketing for the [ICF San Antonio](#), a professional coaching association and [Pearls of Promise](#), a faith-based organization whose mission is to focus on teaching and equipping people to overcome past wounds in their life and to grow in their faith. Aurora also serves as a [Veterati](#) Mentor and Coach for Service Members, Military Veterans & Spouses. Aurora loves to build on faith-based truths for leaders that unleashes identity, purpose and call in their company and in their life.