



## Aurora Geis | Founder & CEO

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

Career Advancement & Transition  
Values-Based Performance 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 Ministry  
Public Policy  
Financial Services  
Workforce Development/Apprenticeships  
Housing/Mortgage Financing  
Manufacturing  
Retail and Wholesale Energy Power Generation  
Start-Ups  
Public Policy  
Workforce Development/Apprenticeships

### Areas of Focus

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

### Certifications

PCC, [ICF Professional Coaching Certification](#)  
CPC, Certified Professional Coach, [iPEC](#)  
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 - Woman Business Enterprise  
HUB - Historically Underutilized Business  
South Central Texas Regional Certification Agency  
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Aurora's mission is to unleash vision and purpose in Millennial and Generation Z marketplace leaders.

She utilizes her professional coach training to create synergy and trust between managers and their employees, guiding the acceleration of leadership skills in individuals, leaders and teams.

She has built an online coaching platform and workplace communication leadership curriculum that equips employees and their managers to reach higher levels of potential and performance through a process of energy leadership, pragmatic inquiry and values-based coaching.

Since 2018, Aurora co-led the effort with Brad Voeller, CEO and Founder of [Digital Creative Institute](#), to become the first digital marketing apprentice program in the U.S. with the [Department of Labor's Office of Apprenticeship](#). She acts as the National Director of Tech Apprenticeships and Head Leadership Coach. She advanced Tech Apprenticeships with business and community leaders, encouraging a common mission and strategy to advance Tech Apprenticeships to meet the rising demand of digital workforce talent and skills in tech industries through apprenticeship programs.

Since 2016, as a [Leadership Coach](#) she leads a team of performance coaches who on-board early and mid-level talent and business leaders to enhance their performance and potential in start-up and tech industries. The values-based approach brings awareness to their individual and corporate "brand". Values build leadership skills, strengthen purpose, and enhance creativity. Leaders find renewed courage through transformational coaching as they build a culture of trust & performance, improving customer experiences and meeting the need in the marketplace.

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

In 2013, she disrupted her successful career in financial services as an Executive Leader with [Credit Human](#), a \$2.5 Billion Credit Union, to pursue her passion in building leaders for the future through values-based performance coaching.

As Chairman of the Board for an \$11 billion company, CPS Energy, she worked with an International Economist, National and Local Policy Leaders to pioneer a vision creating the United States first [New Energy Economy](#). The vision had an economic impact of \$1.4 billion in San Antonio's economy, attracting renewable energy partners such as OCI Solar, to develop 400 MWac 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.

As the Director of the Fannie Mae Partnership, she led a \$2.5 billion affordable housing and community development strategy working with public officials and financial institutions over a decade, to increase the City of San Antonio's homeownership rates in San Antonio MSA, serving over 250,000 households that included 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 Ministries](#). Aurora also serves as a [Veterati](#) Mentor and Coach for Military Veterans in Transition & their Spouses. Aurora builds on faith-based truths that unleash identity, purpose and call in their company and in their life.