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LaFern Batie, MBA, SPHR is an international business strategist, executive coach, professional speaker and author of *Marketing Brand YOU®: Moving from Chaos to Clarity*. LaFern leads The Batie Group, a global leadership and business development firm, in creating practical, high-impact organizational solutions. She is committed to helping her clients clarify, plan and achieve optimal success.

With extensive corporate and civic leadership experience, the value LaFern delivers to leaders --from small business owners to Fortune 500 executives -- begins with her desire to see others maximize their potential. A former accountant, operations manager and human resources leader, she is a visionary with high business acumen and a commitment to excellence. In addition to earning a Bachelor of Science degree in Accounting from Salisbury University and a Master of Business Administration degree from University of Maryland, LaFern is a certified professional coach, holds the Senior Professional in Human Resources designation and is a member of the International Coach Foundation and National Speakers Association.