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## **Team Performance Institute Adds Norma Fiedotin, Ph.D. to Growing Roster of Executive Coaches**

**Cincinnati, OH – July 22, 2019** — Team Performance Institute, a leadership development and executive coaching firm, has added Dr. Norma Fiedotin to its roster of executive coaches and facilitators. Fiedotin brings more than two decades of experience to TPI, building healthy teams and helping organizations maximize the potential of their leaders. She served as vice president and senior consultant at Leadership Alliance, Inc. and as a partner at RHR International. In these environments, she worked with high-potential executives for Fortune 500 companies, built and maintained a private equity practice, and facilitated key strategic planning and team-building initiatives. Before that, she led human resources functions for high tech startup companies with a strategic focus on corporate culture.

As Executive Performance Coach and Expert Facilitator at TPI, Fiedotin brings extensive experience as a business psychologist to her client engagement. She is skilled at assessing individuals for senior roles in organizations and has supported several corporate leaders during their onboarding/transition into the CEO's chair. Fiedotin has developed executive coaching and advisory practices that allow her to engage business leaders on how to navigate organizations, create transformational change, and achieve success at the highest level. She has served clients across various industries, including manufacturing, healthcare, private equity, automotive, insurance, technology and finance.

"Norma is one of the most accomplished and passionate leaders and team builders I've ever met," said Jon Sanchez, founder and chief executive officer of Team Performance Institute. "She's able to motivate and relate to C-level executives in a straightforward but powerful way, helping them develop collaborative, engaged and healthy teams that hold themselves accountable. We're so fired up to have Norma on our team as we continue to grow our Executive Performance Coaching practice."

Launched in 2016, TPI continues to expand its executive staff, offering and client footprint, helping Fortune 500s to start-ups with talent selection and onboarding, culture development and integration, and coaching executives for effective leadership. TPI's client roster includes national and international brands such as Dell EMC, Cisco, Procter & Gamble, Unisys, Deloitte and Cincinnati Bell, among others.

Fiedotin earned a bachelor's degree in psychology from Northwestern University and a master's and doctorate in clinical psychology from Washington University in St. Louis. She is fluent in Spanish.

**ABOUT TPI**

Team Performance Institute is a leadership development and executive coaching firm that combines unique insights from the battlefield to the board room to help companies maximize performance. To learn more, call 800-360-1807 or visit [www.teamperformanceinstitute.com](http://www.teamperformanceinstitute.com).

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