

Sandy Intraversato



Sandy brings 25 years of consulting, sales and senior management experience to her role as Partner and Executive Coach at Iron Coaching. Throughout her career and within her personal endeavors, she has been recognized for her leadership, strategic acumen, and ability to inspire, motivate and coach others to achieve their goals.

Sandy was most recently Senior Vice President of the Innovation Group at Sterling Brands. This role capped off over 15 years in the marketing strategy, consulting and research industry where she and her teams consistently achieved multi-million dollar revenue targets. Prior to this she founded Leadership Initiatives, a consulting practice working with sales leaders and teams. Sandy started her career at Xerox Corporation where she advanced quickly

and was the youngest manager in company history to lead a major accounts team.

Regardless of the role, Sandy has always kept her eye on the people side of the business. As a coach, her focus is helping clients develop and implement strength and emotional intelligence based strategies to transform how they work, lead and develop relationships.

Sandy graduated magna cum laude in Political Science from Willamette University. She is a certified facilitator for the Strength Deployment Inventory (SDI) and a licensed KRH Consultant.

A dedicated volunteer, Sandy is serving or has volunteered for numerous boards or organizations that focus on education, child welfare, parks and recreation. Sandy is active in her local church and recently received a Distinguished Service Award from the City of Lake Oswego. Outside of work Sandy loves to seek new adventures with her husband and two children, work on her latest yard project, and put a few more miles on her running shoes.

For more information on Sandy and her coaching services, contact sandy@ironcoaching.com or visit www.ironcoaching.com.