

Joanna Roop is known as the Empowering Coach. She is a seasoned, dynamic, engaging, and inspirational speaker. She has extensive experience working with Fortune 500, 100 organizations with over 25 years in learning, talent, leadership, and organizational development. Her focus has been in aligning leadership development with holistic enterprise business strategies through building effective partnerships, developing career models, coaching, and curriculum architecture design.

Joanna is also the CEO and Founder of The People Tree Company LLC a consulting business that provides customized strategies and solutions to organizations that are ready to take the growth and development of their talent to the next level. In addition, Joanna provides highly engaging and out of the box leadership development/coaching experiences to senior level leaders and entrepreneurs.

Within Joanna's leadership toolbox and accomplishments is an award-winning Leadership Development program while working at the University of North Carolina Charlotte. She has also been a guest speaker for various organizations to include LULAC- League of United Latin American Citizens.

Joanna has an undergraduate degree in Education with a specialization in Corporate Training and Development from Wayland Baptist University and graduate studies in I/O Psychology from Liberty University. In addition, she holds the following certifications and expertise: Situational Leadership II, Human Performance Technology, Organizational Development, Behavioral Interviewing, DDI Facilitator, Talent Smart -EQ, Center for Creative Leadership Assessment Suite, MBTI Practitioner, DiSC, Korn Ferry Leadership Architect/Voices 360, Hogan assessments, Franklyn Covey content certified, Six Sigma Green Belt, certified Coach, Change Management Practitioner/Facilitator, Return on Investment.

Joanna lives in North Carolina with her husband, Lonny, and three daughters (Chloe, Brittany and Alexis). The family shares a passion for traveling abroad and experiencing new cultures.