

# Insight on Coaching – Guest Bio

*Andrea Garfield*

*Consultant, Coach, Business Owner*

## **Introduction**

Andrea Garfield is both an entrepreneur and an advisor to business creators. Through her own consulting practice and as a program leader and entrepreneurial coach with UCLA Anderson School of Management's *Management Development for Entrepreneurs Program*, Andrea has worked successfully with hundreds of entrepreneurs to help take their companies to the next level. Garfield was recently featured in the "Business Makeover" section of the Los Angeles times as the professional coach advising Limerick Inc. She is also a senior partner at Startech Global, a technology firm that works with entrepreneurs to develop the software, hardware and Web technologies they need to compete successfully with big business.

## **Experience**

Andrea has worked extensively in organizations involved with international trade. Her experience includes operations and materials management at a manufacturing firm, as well as the facilitation of off shoring, subcontracting, and trade for many small businesses. Andrea also serves as Senior Strategic Consultant for Management Development for the Entrepreneurs Program at UCLA Anderson's Price Center, where she assists several hundred small business owners with their strategic plans each year.

## **Education**

- ◆ UCLA Anderson School of Management, M.B.A. in Entrepreneurial Studies
- ◆ University of California, Santa Barbara, B.A in Sociology & History

## **Professional Affiliations, Publications and Recognition**

Andrea and her companies have been featured in Fortune Small Business magazine, the Los Angeles Times, and on CNN.

She has received awards from the Young Presidents' Organization, the Price Center for Entrepreneurial Studies, and the Entrepreneurs' Organization.