

# Insight on Coaching – Guest Bio

*Sherri Ziff Lester*

*Certified Life Coach, RockYourLifeCoaching*

## Introduction

Proclaimed by *Elle* Magazine as having a “Shaman-like status to her Hollywood clientele,” Sherri Ziff Lester is a certified life coach of RockYourLifeCoaching, well-known for her work with actors and rock stars. She is equally passionate about her clients in the entertainment industry who work behind the scenes and those she calls “visionaries” – people who want to make an impact and are committed to living vibrant lives. Sherri’s newest passion is the NBA and she’s recently expanded her coaching business to include basketball players. More recently, she did on-the-spot coaching at the celebrity-studded Golden Globes gift lounge.

Prior to coaching, Sherri was a successful television writer on several prime-time dramas including “Beverly Hills, 90210” and “Baywatch.” She is a member of the Writers Guild of America with emeritus status.

## Experience

Celebrity life coach and founder for RockYourLifeCoaching, Sherri Ziff Lester received her certification in life coaching at the Academy for Coach Training in Seattle, one of the few training centers to earn accreditation from the International Coaching Federation.

Sherri has been profiled in *The New York Times* and *Elle* magazine and has been referenced in numerous publications including *Self*, *Ladies' Home Journal*, *Redbook*, *New York Post* and others. Sherri has also appeared on *Access Hollywood* and FOX News on coaching in the entertainment industry.

## Education

Sherri graduated from the University of Pennsylvania and attended life coach training at the Academy for Life Coaching in Seattle.

## Professional Affiliations, Publications and Recognition

She is certified as a life coach by the International Coaching Federation and a member of the Writers Guild of America member with emeritus status.

Sherri is also the national spokesperson for Splenda’s new product, Splenda Minis.