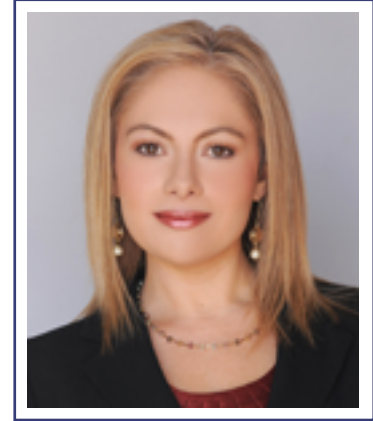




Michelle R. Baca

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Michelle Baca is a consultant with ConvergenceCoaching, LLC, a national leadership and marketing consulting firm dedicated to helping leaders achieve success by helping them develop and implement leadership, succession, marketing, and training and development plans. She specializes in helping small and medium-size firms build their practices and improve their operations.

Michelle provides individual and partner group coaching as well as coaching for managers and staff members in the areas of leadership, strategic planning, business development, recruiting strategies, and communications skills. Michelle is committed to ensuring that her clients excel personally and professionally, and her knowledge and compassion enable her to bring clarity to client issues and create plans for improvement and lasting change.

In addition to coaching and consulting, Michelle is also a trainer and facilitator presenting non-technical, CPE-certified training programs and presentations for a variety of associations and conferences including the BDO Seidman Alliance, the Association for Accounting Marketing, and CPA Leadership Institute. She also designs and teaches custom in-house programs for firms.

Michelle has addressed groups ranging in size from five to five hundred and always brings her energy, enthusiasm, and knowledge of the profession to her keynotes, breakout sessions, and workshops. Michelle's most frequently requested presentation topics include Managing Difficult Conversations Successfully, Mastering the Art of Time Management, Networking Skills to Build Your Personal Brand, and Understanding Diverse Personalities Using the Myers-Briggs Type Indicator.

Michelle brings a wealth of technical skills to ConvergenceCoaching as well, having worked in the field of Information Technology as a Technology Project Liaison and Systems Analyst. She serves as ConvergenceCoaching's resident expert on social media, helping firms capitalize on the benefits of social media to position and build their practices. Michelle helps her clients design social media strategies and also provides hands-on implementation support with the latest trends, tools, and technologies. She also directs the ConvergenceCoaching blog, Inspired Ideas.

Prior to joining ConvergenceCoaching, Michelle co-founded Hi-Tech Ignition Interlock, one of the largest interlock service providers in the country where she supervised the daily operations of its two service centers. She continues to serve as a managing member of Hi-Tech Ignition Interlock, performing business development functions and creating awareness about the effects of the drunk driving problem facing our nation. She has also worked as an Independent Hiring Consultant, helping small to medium-sized businesses attract ideal employees to their firms.

Michelle is a hot yoga fanatic and enjoys spending time with her family in beautiful Albuquerque, New Mexico.