

A wooden ladder leans against a wall of blue blocks. The ladder is on the left side of the image, and the blocks are stacked in a way that creates a sense of depth and challenge. The background is a solid blue color.

DEFYING CHALLENGING TIMES

2020 Annual Report

ICF International
Coaching
Federation

Celebrating 25 YEARS

In celebration of our 25th year as the global organization for coaches and coaching, ICF kicked off 2020 by unveiling a new name and a new structure to help us better lead and shape the future of coaching and pursue our vision of coaching becoming an integral part of a thriving society.

It couldn't have happened at a more crucial time. As the COVID-19 pandemic began to quickly spread throughout the world, coaches

stepped in to support their local communities. Many offered pro bono coaching to essential workers, and others coached individuals through challenges of our new world, including the transition to remote work and social isolation. In 2020, coaches were helpers. As the newly launched International Coaching Federation, our six unique family organizations allowed us to help the helpers in a way that wouldn't have been previously imagined.

Despite the challenges of 2020, we emerged larger, stronger and more united in purpose.

Throughout the year, we saw just how transformational and empowering coaching can be to individuals and society at large. We experienced the strength and resilience of the ICF community—it's what got us through this past year and the 25 years before, and it is what will lead us forward into the future. We will continue innovating and growing together, defying challenging times, building on new opportunities, to thrive in this ever-changing environment.

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About ICF

VISION STATEMENT

Coaching is an integral part of a thriving society and every ICF Member represents the highest quality of professional coaching.

MISSION

ICF exists to lead the global advancement of the coaching profession and empower the world through coaching.

VALUES

We are committed to reliability, openness, acceptance and congruence and consider all parts of the ICF community mutually accountable to uphold the following values:

- 1. Integrity:** We uphold the highest standards both for the coaching profession and our organization.
- 2. Excellence:** We set and demonstrate standards of excellence for professional coaching quality, qualification and competence.
- 3. Collaboration:** We value the social connection and community building that occurs through collaborative partnership and co-created achievement.
- 4. Respect:** We are inclusive and value the diversity and richness of our global stakeholders. We put people first, without compromising standards, policies and quality.

2020 STRATEGIC GOALS

- Leverage the ecosystem to boost members' professional growth for impact and confidence
- Provide a sense of belonging through an integrated community
- Position ICF coaches as the gold standard
- Build leadership among volunteers

Responding to a **GLOBAL CRISIS**

To say 2020 was challenging is an understatement. Recognizing both the professional and the personal difficulties brought about by the COVID-19 pandemic, we enacted a number of measures and provided a variety of resources to help support our members, credential-holders and others in the coaching community.

● ICF CARES

ICF Cares, which can be found on the ICF Learning Portal, is a collection of recordings from past ICF presenters that were meant to support coaches as they looked for ways to take care of themselves and to meet the needs of their clients during such an unprecedented period. As part of the ICF Cares initiative, we offered three unique programs with subject matter experts, two of which were live webinars that resulted in **more than 7,000 registrations**.

● COACHES FOR GOOD

In an effort to support coaches who wanted to make a social impact during a tumultuous time, we launched Coaches for Good. This groundbreaking project partnered ICF-credentialed coaches with individuals and organizations who stood to benefit the most from pro bono coaching during the COVID-19 crisis. The initiative, which was powered by the coaching platform Soar, connected more than 1,000 ICF Credentialed coaches—who collectively spoke 36 different languages—with eight organizational partners and their constituents to provide **1,500+ hours of pro bono coaching**.

● RESOURCE GUIDE

We compiled helpful information on the **[COVID-19 Resources for Coaches webpage](#)**, covering a wide range of topics from self-care to Zoom basics to professional development. This online resource library had more than **58,000 page views**.

● MEMBERSHIP RENEWAL EXTENSION

Acknowledging the financial hardships brought about by the pandemic, ICF Professional Coaches extended the membership renewal deadline from March 31 to June 30, 2020, with a two-month grace period extending through the end of August. We also rolled out an installment payment option for all renewing members globally.

● ACCREDITATION RENEWAL RELIEF

ICF Coach Training **temporarily suspended incremental renewal surveys** for the year as a way to relieve the administrative burden on training providers.

● CREDENTIAL SUPPORT

ICF Credentials and Standards implemented a multitude of COVID-19 measures to support candidates who were either applying for an initial credential or renewing a credential.



ICF Professional Coaches is a membership association for trained, professional coach practitioners.

Finding Strength in **COMMUNITY**

Being an ICF Member means that you are a part of the world's largest coaching community, and we encourage members to connect with one another as well as with their local chapters. Even though we may have been more physically distant than years' past, we did not lose our sense of community.

GLOBAL LEADERS FORUM (GLF) 2020

More chapter leaders than ever before attended GLF because of its virtual

accessibility. We redesigned the event's format to ensure we could still connect and learn with one another in meaningful way. With more than 27 sessions available—the most any GLF has ever offered, 740 chapter leaders from around the world signed on to connect and engage.

INTERNATIONAL COACHING WEEK

During May 4-10, 2020, ICF Chapters and coaches around the world hosted events to celebrate and raise awareness of the power and impact of professional coaching.

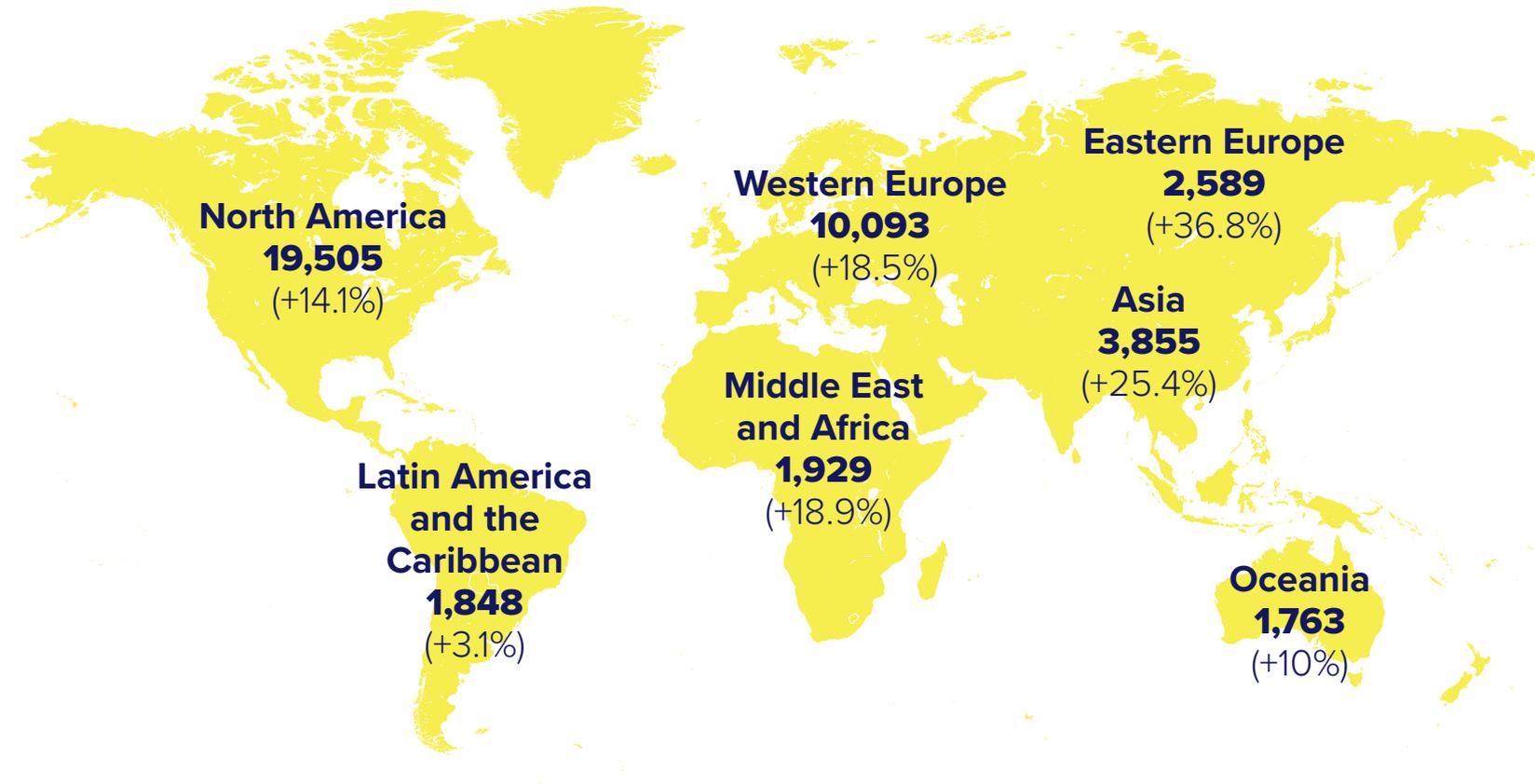
Many chapters that had initially planned in-person ICW celebrations successfully shifted their events online.

As part of the week, we celebrated the first-ever International Coaching Day on May 6, 2020. On this day, coaches from 87 countries donated at least one hour of virtual coaching to someone in their community. The result was a wave of coaching that extended across time zones, uninterrupted, for 35 hours, beginning in Asia and Oceania and ending in British Columbia, Canada.



41,582 ICF Members

2020 saw a **37% increase in new members** compared to 2019.



REGIONAL MEMBERSHIP BREAKDOWN

TOP 10 COUNTRIES BY MEMBERSHIP

USA: 15,956

Canada: 3,537

United Kingdom: 2,941

Australia: 1,464

France: 1,302

Italy: 1,067

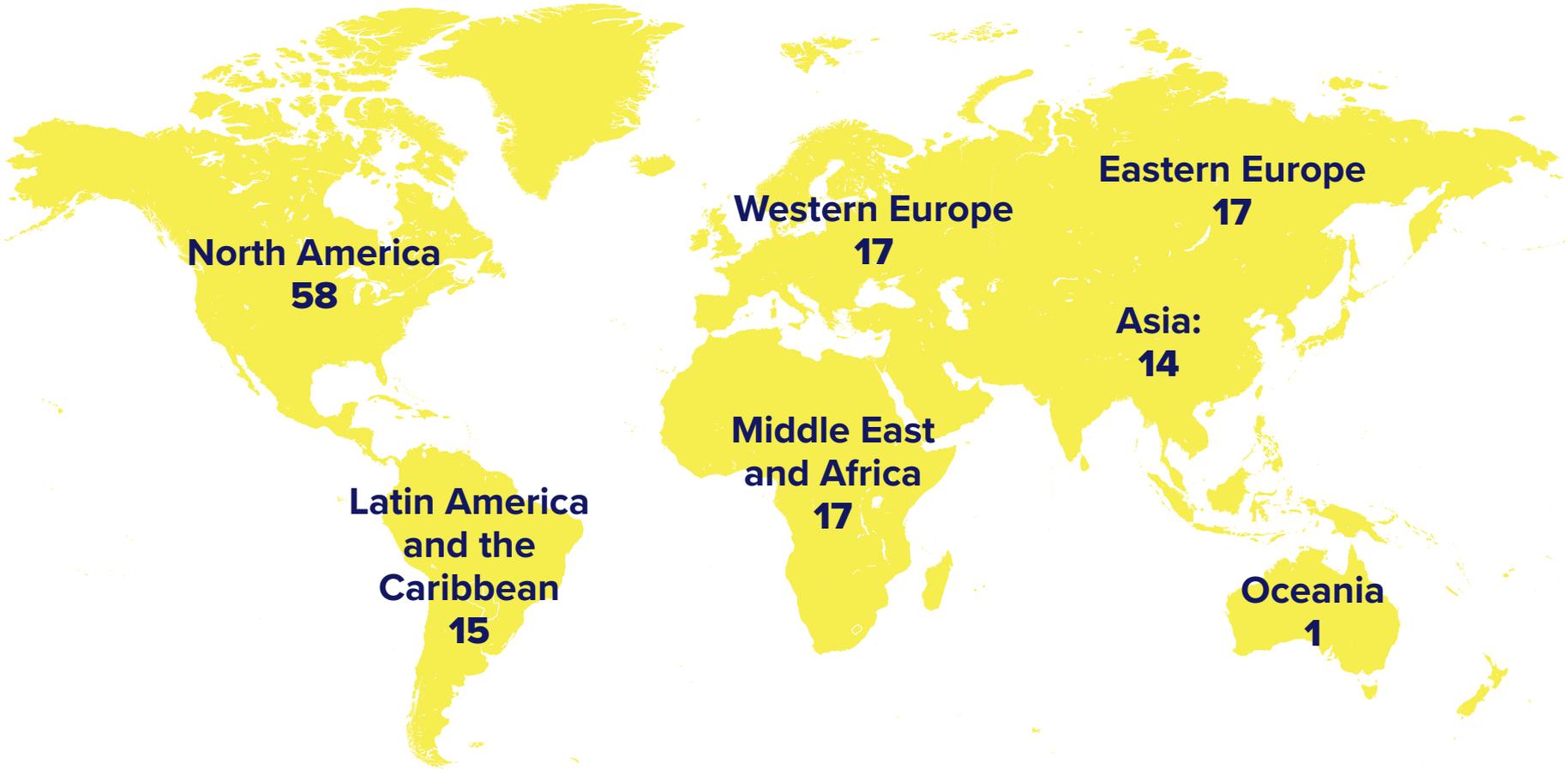
India: 833

Spain: 829

Singapore: 746

Germany: 732

139 ICF Chapters



REGIONAL CHAPTER BREAKDOWN

105 Charter Chapters /
34 Non-Chartered Chapters



ICF Credentials and Standards develops and manages ICF's professional credentialing and standards programs.

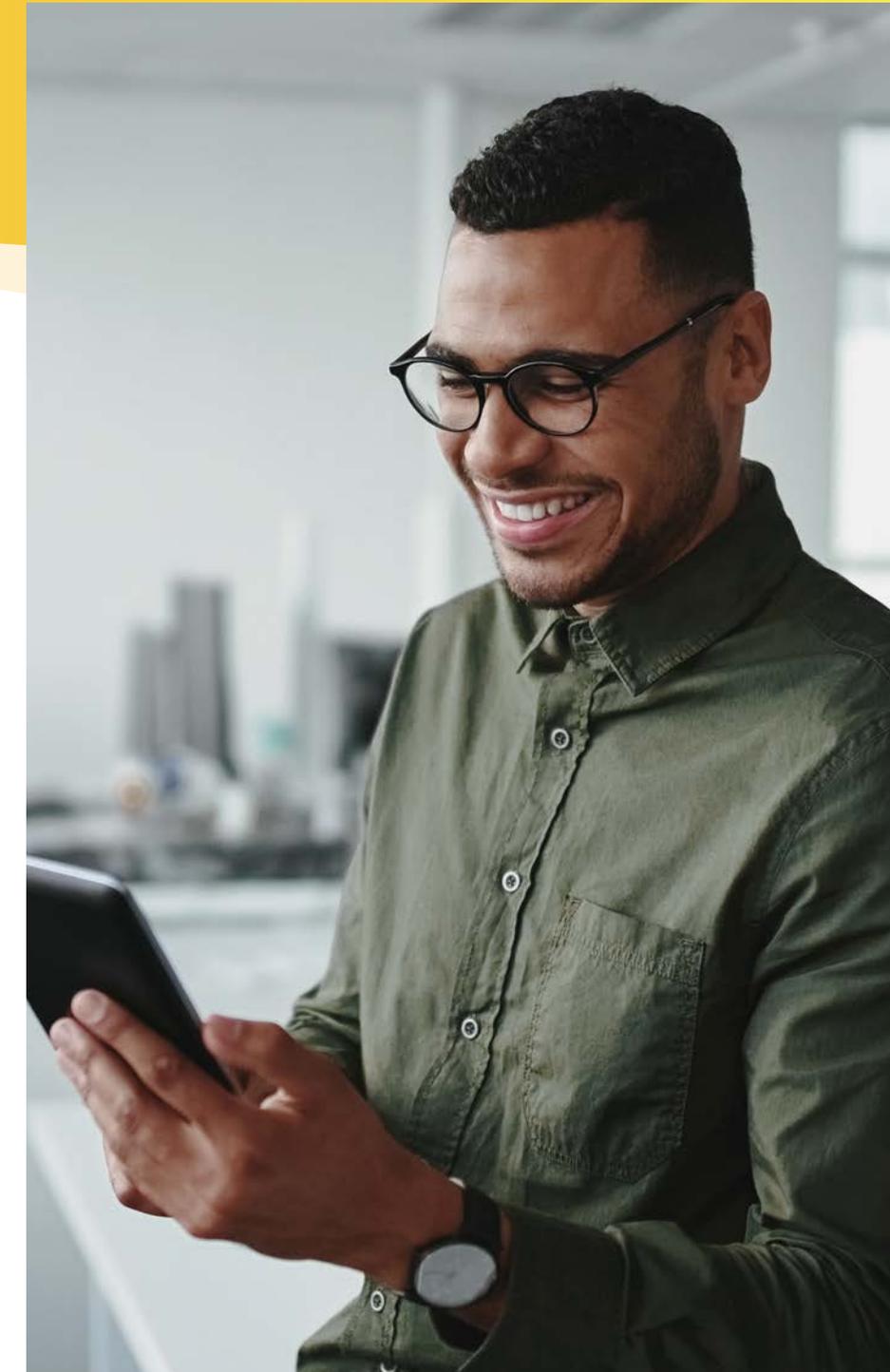
Expanding Opportunities for **CREDIBILITY**

We know how important it is to be able to separate yourself from others who call themselves coaches. That's why we took steps in 2020 to make pursuing the ICF Credential more accessible to those seeking a higher level of rigor. A major part of this initiative involved updating key resources and providing them in a number of languages, including the:

- Updated ICF Core Competencies
- Coach Knowledge Assessment exam
- Revised PCC Markers
- ICF Team Coaching Competencies

For credentialed coaches, we launched a new digital badge to make it easier than ever for them to show—and for others to easily verify—their credibility. In 2020,

ICF Credential badges were viewed more than 116,000 times and had **22-26% higher badge acceptance and share rates** than other similar credentialing bodies using the Credly-Acclaim digital badging platform.



10,966 New Credential Applications

ACC Coaches
19,947
(15.0% Increase)



PCC Coaches
13,907
(21.7% Increase)



MCC Coaches
1,349
(14.3% Increase)



MILESTONE:
35,203
Credentialed Coaches (17.6% increase) with 67.3% being ICF Members



ICF Coach Training develops and manages ICF's coach training accreditation program.

Supporting Success through **NEW INITIATIVES**

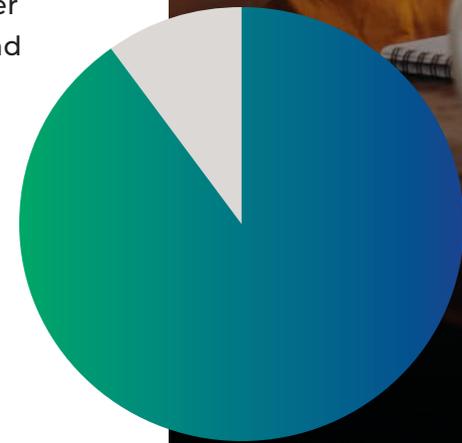
At ICF, it's our job to ensure high standards in the coaching profession, and those high standards start with our accredited training programs. We believe the better the training is, the better coaches will be. To help encourage the success of programs and coaches alike, ICF Coaching Training focused on much needed curriculum initiatives.

In partnership with ICF Credentials and Standards, ICF Coach Training developed an **implementation guide for the updated**

ICF Core Competencies framework that existing accredited training providers could look to as they began to incorporate the updated competencies into their program curriculum.

As equity issues began to emerge on a global landscape, we formed a committee to focus on diversity, equity, inclusion, justice and belonging initiatives and how to incorporate them into coach-specific training curriculum. The committee provided a recommendation to the ICF

Coach Training Board as well as other deliverables, including a resource and implementation guide for training providers.



90%
Renewal Rate for
ACTP/ACSTH programs
in 2020



2,114 Total Accredited Providers

Accredited ACTP Providers

363

(19.0% Increase)



Accredited ACSTH Providers

606

(13.1% Increase)



Accredited CCE Providers

1,145

(17.8% Increase)



MILESTONE:

2,000 accredited programs

(ACTP/ACSTH/CCE) —
the most ever in
our history



ICF Coaching in Organizations advances the application of coaching practices and standards within multisector organizations.

Rising to the **CHALLENGE**

To help us determine our offerings for organizational stakeholders, Coaching in Organizations initiated a marketplace assessment that also provided a worthwhile opportunity to business students who had lost their internships due to the pandemic. Through the Business Internship Challenge, CIO built a team of six high-performing students who were studying at some of the world's leading business schools, including Boston College, Georgetown University, Harvard University and the University of St. Gallen.

During the eight-week challenge, the students assessed markets, analyzed competition and stakeholders, conducted research and created ways to inform and engage our audiences. These contributions helped us create valuable products and services including those for ICF's Organizational Members, which provide organizations with enterprise level access to industry research, professional development opportunities and a community where they can network and share ideas and best practices.

During its first year as a startup, CIO:

- Defined the organizational vision, mission and purpose
- Executed a marketplace and stakeholder assessment via the **Business Internship Challenge** that was further validated by a third-party consultant
- **Defined product offering**, developed pricing and had it approved by its board of directors by December 2020
- Defined and submitted business and technical requirements for the business development, membership experience and order-to-cash processes and infrastructure required to operationalize CIO

CIO officially launched its offerings in January 2021.





The ICF Foundation connects and equips professional coaches and organizations to accelerate and amplify impact on social progress through coaching.

Recognizing the **HELPERS**

The ICF Foundation's Ignite initiative is based on the idea that when we share the power of coaching with the world, we have the power to ignite our local communities and spark a global impact. So many coaches embodied this idea in 2020, and we took notice. We refreshed Ignite to better support coaches in their pro bono efforts. This refresh included an update to the program criteria to allow for wider participation—any ICF Chapter, Member or Credential-holder may begin an Ignite initiative to support any of the 17 United Nations Sustainable Development Goals (SDGs).

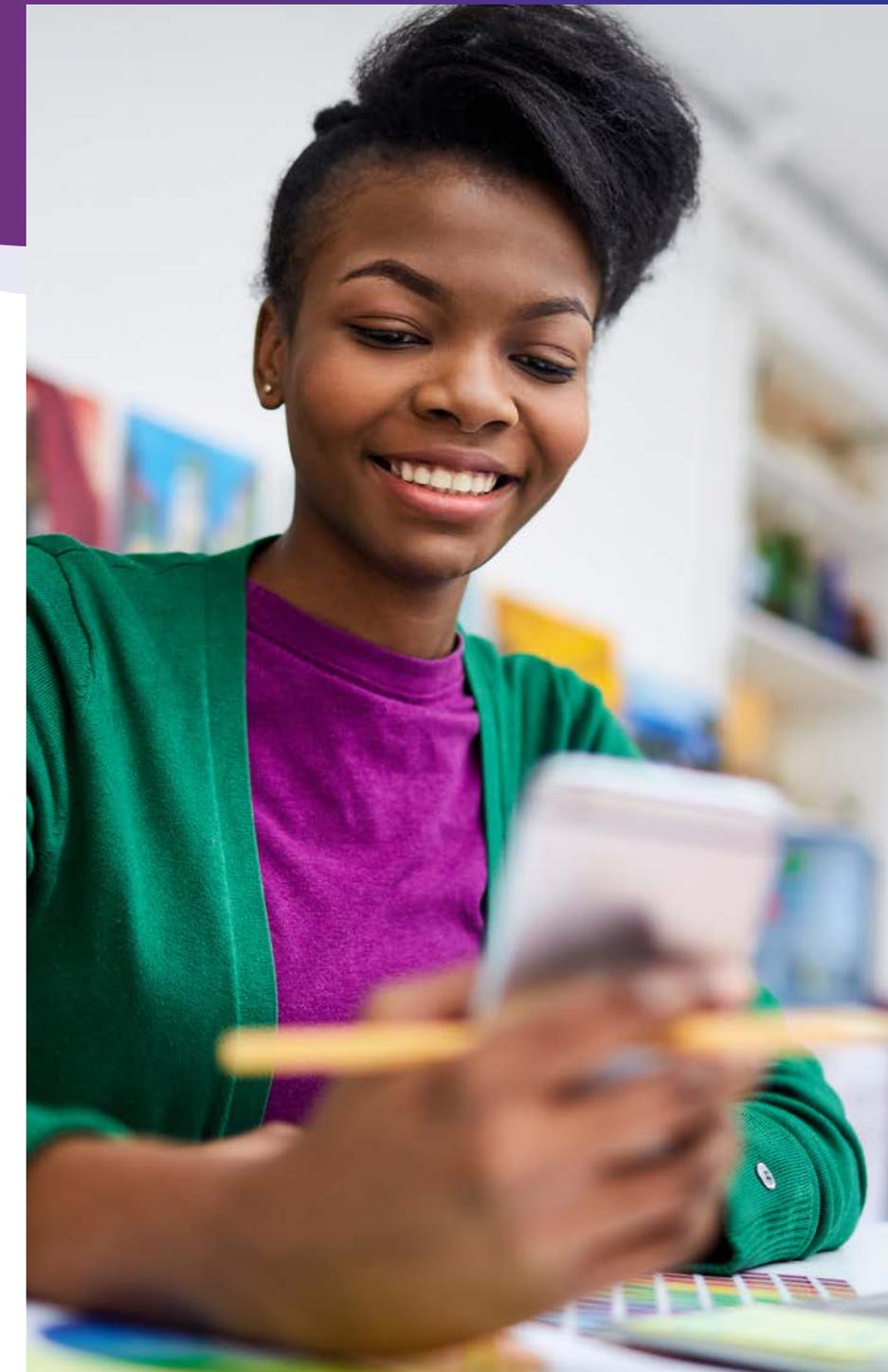
The generosity of coaches was also reflected back at us. With these gifts, we'll be even better able to support pro bono efforts of the future!

GIFT OF COACHING COLLECTIVE

In 2020, the ICF Foundation's Gift of Coaching was re-envisioned to become the Gift of Coaching Collective. In addition to recognizing successful pro bono coaching initiatives by ICF Chapters, the Collective recognizes the social impact of ICF Members and Credential-holders—particularly those who responded to the global pandemic by providing pro bono

coaching to mission-driven individuals or organizations.

[Learn more about the honorees.](#)





ICF Thought Leadership Institute is a global hub of shared knowledge for human development and coaching designed to help create and influence the future of coaching.

Envisioning a **SUSTAINABLE FUTURE**

The purpose of the ICF Thought Leadership Institute is to facilitate interaction between innovators, researchers, technologists, venture capitalists, press and influencers to build and maintain the most comprehensive and highest-quality body of knowledge on the art and practice of coaching. To help focus this work, TLI drew from the United Nations 2030 Agenda for Sustainable Development—which calls for action in the critical areas of People, Planet, Prosperity, Peace and Partnership—

to create its mission, vision and guiding framework. This framework also intersects with TLI's five thematic pillars:

- **The Future of Work:** Elevating views of work to center on meaning and purpose
- **The Future of Coaching:** Activating human potential through reflective growth
- **The Future of Education:** Advancing human development through the evolution of knowledge

- **The Future of Social Policy:** Inspiring enlightened decisions that account for interconnectivity
- **The Future of Planetary Ecology:** Casting an expansive vision for our living planet

With this important foundational work completed, TLI is able to develop offerings that will help us achieve its mission and vision.



RESEARCH

A Snapshot of the Coaching Industry at a Pivotal Point in Time

The *2020 Global Coaching Study* is the largest coaching industry research study ever. It incorporates a record-breaking **22,457 valid survey responses** from coaches and managers and leaders who use coaching skills in **161 countries and territories**.

According to the study, which was conducted by PricewaterhouseCoopers LLP (PwC), there were approximately **71,000 coach practitioners** in 2019, an increase of 33% on the last estimate calculated in 2015. The estimated global total revenue from coaching in 2019 was **\$2.849 billion USD**, representing a 21% increase over the 2015 estimate.

The purpose of this study is to provide an up-to-date picture of the coaching

profession and empower coaches to embrace the opportunities and meet the challenges ahead. Given the unforeseeable challenges of the COVID-19 pandemic, we quickly realized:

1. The *2020 Global Coaching Study* provides important benchmarking data as the last coaching industry research conducted entirely before the outbreak of COVID-19.
2. We needed to do more to better equip coaches with more relevant data and trends.

In order to understand the initial impact of the pandemic's effects on the coaching industry, we commissioned PwC to conduct

a follow-up survey, *COVID-19 and the Coaching Industry*. During a three-week field period, this survey yielded more than 10,000 responses from 140 countries and territories. The results, which were also released in 2020, provide a timely and accurate snapshot of how the early months of the COVID-19 pandemic impacted coaches and coaching.

[Learn more](#) about the *2020 Global Coaching Study* and *COVID-19 and the Coaching Industry*.

RESEARCH PORTAL

15,975 searches

144,564 stream views

246,982

PDF file displays or downloads

131,946

reference file displays or downloads

RESEARCH ASSISTANCE

5,515 coaches

in the research panel at the end of 2020

14

research assistance requests distributed



ETHICS

Implementing a Revised Code of Ethics

Since ICF's founding, we have taken the lead in developing a definition and philosophy of coaching and establishing high ethical standards for ICF Members and Credential-holders. To ensure the Code remains relevant, we conduct a review every three years. Our most recent Code review began in 2018, and we released a revised [ICF Code of Ethics](#) in January 2020.

The revised Code features several significant changes to its previous iterations and is available in nine languages. In addition, the Code Review Team, which was made up of 22 individuals from 16 countries, prepared a set of interpretive statements so that coaches could better understand the revised Code and how to apply it in practice.

ICF is leading the way to set high standards across the board for the coaching industry and all of its facets.

2020 ETHICAL CONDUCT AND COMPLIANCE REPORT

April 1, 2020–March 31, 2021

The Independent Review Board (IRB) is an integral part of the International Coaching Federation (ICF) and a cornerstone for the Association's guidelines regarding ethics and values. The IRB's charge is to uphold the standards of the coaching profession as stated in the ICF Code of Ethics. This report summarizes the IRB's progress and accomplishments during fiscal year (FY) 2021 via the Ethical Conduct Review (ECR) process. It includes an overview of the complaints received in FY 2021. Further, this overview includes compliance matters brought before ICF Global during this time frame.



© International Coaching Federation 2020 IRB Ethical Conduct and Compliance Report 1

ETHICAL CONDUCT AND COMPLIANCE REPORT

ICF Members and Credential-holders worldwide are unified by their shared commitment to ICF's high ethical standards.

ICF's Ethical Conduct Review process, Program Complaint process and intellectual property management activities all help promote the integrity of the coaching profession and the ICF brand.

The [2020 Ethical Conduct and Compliance Report](#) provides an overview of these activities.

Watch a nine-part video series about the revised ICF Code of Ethics.



EDUCATION & EVENTS

2020 BUSINESS DEVELOPMENT SERIES (BDS)

This year's BDS was reconceptualized to deliver more value all year long. In addition to the typical four-week schedule of live sessions, participants could access additional resources throughout the entire year, including OnDemand content, microlearnings and peer accountability.

37 sessions

934 registrations

(live and OnDemand)

16.75 RD

CCE units

ICF ADVANCE 2020

The feedback from ICF Advance 2020 participants was some of the best evaluation feedback we've ever received from any ICF education event. For this year's event, we not only provided the usual three weeks of Advance programming, but we also offered three post-event workshops that more deeply explored the following cutting-edge topics: generational coaching, mental health and coaching, and creating a pro bono coaching initiative.

21 sessions

(including the three additional workshops)

774 registrations

(live and OnDemand)

15.75 CC

CCE units

6.5 RD

CCE units

ICF COMMUNITIES OF PRACTICE

49% increase

in session registration and attendance over last year

40 live webinars

17,004 registrations

5,708 total attendance

28.42 CC

CCE units

20.25 RD

CCE units

ICF LEARNING PORTAL

42,550 enrollments

60% increase

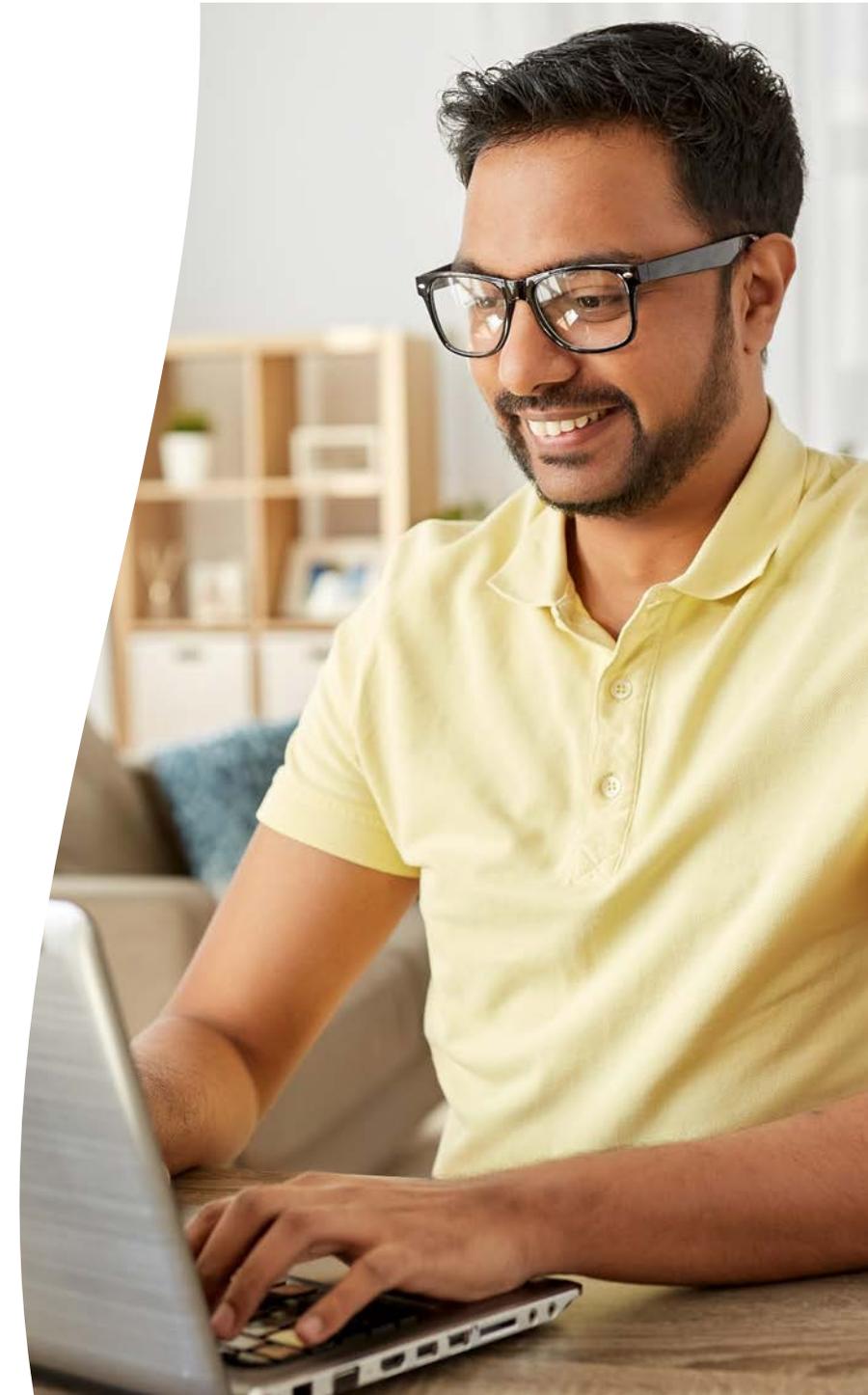
in participation of learning products compared to 2019

272 sessions delivered

42 sessions added

“Hands down, this has been the best virtual conference I have attended.”

—ICF ADVANCE 2020 ATTENDEE



COMMUNICATIONS, MARKETING & PR

DESIGNING 25 YEARS

To commemorate our anniversary, we released a special ICF 25 logo and brand assets for ICF Members, volunteer leaders and staff. The assets included PowerPoint templates, email signatures and business cards. The new brand offerings not only helped us celebrate our 25th anniversary but also acted as a visual transition for our organization. At 25 years, we unveiled a new organizational structure, and a new visual identity was on the horizon—set to be revealed in January 2021.

#EXPERIENCECOACHING SEASON 2 PREMIERE

With the #ExperienceCoaching video series, we've shown just how transformative coaching can be—no matter your stage in life or your place in the world. This year, we traveled to Singapore, Belgium, Kenya, the United Arab Emirates and the United States to capture inspiring stories of growth and profound change. The clients featured in season 2 share how coaching helped them move away from fear and toward confidence, get unstuck and take action, and even rediscover the joy of life after retirement.

These videos were **viewed 516,300 times** on YouTube from September, when the

second season premiered, through the end of 2020.

In addition to the season 2 videos, we also launched:

- A revamped [#ExperienceCoaching website](#), which received **60,897 page views** throughout the year
- An all-new blog series featuring interviews with coaching clients and consumer-oriented articles from professional coaches. The blog received **7,782 page views** throughout the year
- A monthly #EC newsletter, with more than **5,000 contacts** by the end of 2020

WEBSITE

11,797,612
page views (+19%)

415,309 Coaching World
page views (+27%)

SOCIAL MEDIA

- f** 100,073 fans (+6%)
- t** 29,339 followers (+8%)
- in** 115,912 group members (+13%)
- ig** 21,176 followers (+65%)

MEDIA RELATIONS

7,028
media mentions



AWARDS

ICF INTERNATIONAL PRISM AWARD

Since 2005, the International Prism Award for Organizations program has celebrated businesses and organizations with coaching programs that fulfill rigorous professional standards, address key strategic goals, shape organizational culture and yield discernible and measurable positive impacts.

Winner:

International Trade Administration
([read case study](#))

Honorable Mention:

Vancouver Coastal Health
([read case study](#))

Finalists:

Cleveland Clinic
([read case study](#))

SAP SE

([read case study](#))

University of Texas MD Anderson
Cancer Center

([read case study](#))

Tata Consultancy Services

([read case study](#))

ICF CHAPTER RECOGNITION

ICF Chapters are the face and voice of ICF and the coaching profession in their local communities. ICF's Chapter Recognition program celebrates high-performing chapters that advance the mission and vision of ICF locally.

Traditionally, ICF celebrates our highest-performing chapters during the Global Leaders Forum. Due to the challenges of the COVID-19 pandemic, the 2020 Chapter Recognition Award Ceremony will take place virtually in September 2021. Announcement of the honorees is forthcoming.

ICF CIRCLE OF DISTINCTION AND ICF YOUNG LEADER AWARDS

ICF Circle of Distinction and ICF Young Leader Award 2020 winners will be recognized during [Converge 2021](#), on October 26, 2021.

THE POWER OF A AWARDS

Two ICF initiatives received [Silver Award recognition](#) as part of the 2020 American Society of Association Executives (ASAE) Power of A Awards:

- **ICF Credentials and Standards' ICF Core Competencies Job Analysis**
- **ICF Foundation's Ignite: Engaging Education in Humanity**

ASAE is the essential organization for association management, representing both organizations and individual association professionals. The Power of A Awards campaign brings attention to the association community's valuable contributions to society at the local, national and global levels. This is first time that ICF has received this acknowledgment.





FINANCIAL OVERVIEW

The 2020 financial audit will take place in September 2021, and the financial report will be shared with all ICF Members once it is complete.

2020 BOARD OF DIRECTORS

ICF COACHING IN ORGANIZATIONS BOARD OF DIRECTORS

Valerie Robert, PCC
Chair

Andrea Wanerstrand, PCC
Vice Chair
Representative to ICF Global Board

Lillian LeBlanc, PCC
Secretary/Treasurer

Sackeena Gordon-Jones, Ph.D., MCC

Steven Sosland, PCC

Sharon Toye, MCC

Joydeep Bose

ICF COACH TRAINING BOARD OF DIRECTORS

Micki McMillan, MCC
Chair

Zoe MacLeod, ACC
Vice Chair

Andre Keil, ACC
Secretary/Treasurer

Jaya Bhateja, MCC
Representative to ICF Global Board

ICF CREDENTIALS AND STANDARDS BOARD OF DIRECTORS

Benita Stafford-Smith, MCC
Chair

Kara Exner, PCC
Vice Chair

Gaëlle Coqueblin, PCC
Secretary/Treasurer
Representative to ICF Global Board

ICF FOUNDATION BOARD OF TRUSTEES

Morel Fourman
President

Ann Dorgan, PCC
Treasurer

Dr. Dumisani Magadlela
Secretary

Lisa Nitze
Representative to ICF Global Board

Yene Assegid, Ph.D., MCC
Trustee

Saima Butt, MCC
Trustee

Jose Pinero, ACC
Trustee

Maria Elena Retter, ACC
Trustee

ICF PROFESSIONAL COACHES BOARD OF DIRECTORS

Sara Smith, MCC
Chair

Catherine Tanneau, MCC
Vice Chair

Jean-Francois Cousin, MCC
Immediate Past Chair

Emily Kamunde-Osoro, ACC
Secretary/Treasurer

***Rajat Garg, MCC**
Representative to ICF Global Board

Rosarii Mannion, PCC

Linda McLoughlin, MCC

Kaveh Mir, PCC

Marjorie Woo, MCC

ICF THOUGHT LEADERSHIP BOARD OF DIRECTORS

Silvia Tassarotti, MBA, MCC
Chair

Anna Gallotti, MCC
Vice Chair

Janet M. Harvey, MCC
Secretary/Treasurer

Frances M. Penafort, Ph.D., MCC
Representative to ICF Global Board

Richard E. Boyatzis, Ph.D., BCC

ICF GLOBAL BOARD OF DIRECTORS

***Rajat Garg, MCC**
Chair

Jose Augusto Figueiredo, ACC
Vice Chair

Marita Elizabeth Fridjhon, PCC
Director At-Large

Scott Howard, JD, MCC
Secretary/Treasurer and Director At-Large

***Tracy Sinclair, MCC**

**Rajat and Tracy served as ICF Global Board Co-Leaders from January 1-March 31, 2020*

ICF Global Board Chair (Rajat Garg, MCC, in 2020) and Magda Mook are ex officio members of ALL Family Organization Boards (though not listed on each board above).

Not all board members completed their terms.

ICF STAFF

EXECUTIVE OFFICE

Magdalena Nowicka Mook
CEO

Todd Hamilton
COO

Celeste Moore
Executive Assistant

Chelsea Hale
Finance and Research Coordinator

Sarah Von Nieda
Officer Manager

AWARDS AND VOLUNTEER ENGAGEMENT

Anik Clemens, ACC
Volunteer Engagement Director

Stephanie Norris
Awards Director

EDUCATION

Katie Hamlin
Education Coordinator

Lauren Magee
Content Manager

Ashley Pak
Education Experience Manager

Sarah Watts
Education Technology Coordinator

ETHICS, POLICY AND COMPLIANCE

Kristin Kelly
Assistant Director of Ethics, Policy and Compliance

RESEARCH (ACADEMIC)

Gage Ammons
Research Specialist

Joel DiGirolamo
Director of Coaching Science

Sarah Eustice
Assistant Director of Academic Research

RESEARCH (MEMBER AND INDUSTRY)

Chelsea Hale
Finance and Research Coordinator

Sandy Stansfield
Assistant Director of Member and Industry Research

MARKETING AND COMMUNICATIONS

Lisa Cunningham
Social Media Specialist

Tiffany Hafendorfer
Marketing Coordinator

Justin Hannah
Director of Marketing

Renata Lerch
Vice President

Laura Shrake
Digital Marketing Specialist

MEETINGS AND EVENTS

Denise Stenzel
Director of Meetings and Events

SALES AND ADVERTISING

Toby Bishop
Senior Sales Director

STRATEGIC ANALYTICS

Tucker Carr
Strategic Analyst

Yvonne Wisnicky
Assistant Director of Strategic Analytics

ICF COACHING IN ORGANIZATIONS

Melanie Fransen
Executive Assistant

Robert Garcia
Director of Strategic Business Development

Renée Robertson, PCC, SCP
Vice President

ICF COACH TRAINING

Luke Davis, M.Ed., CAE
Vice President

Kevelly Dumay
Executive Assistant

George Rogers
Director of Quality Assurance, Credentialing and Accreditation

Maria Lester
Program Accreditation Coordinator

Elissa Johns
Program Accreditation Coordinator

Rockelle Ward
Manager

ICF CREDENTIALS AND STANDARDS

Carrie Abner
Vice President

Lynn Kang
Project Manager

George Rogers
Director of Quality Assurance, Credentialing and Accreditation

Thomas Tkach, ACC
Assistant Director of Credentials and Standards

Jackie Burton
Operations and Customer Relations Manager

Cassandra Dow
Assessor Manager

Megan Garrett
Credentialing Coordinator

Aileen Gordon
Executive Assistant

Vanessa Noorani
Credentialing Coordinator

Kathryn Garrett Rue
Credentialing Coordinator

ICF FOUNDATION

Coura Badiane, MBA, CAE
Vice President

Melanie Fransen
Executive Assistant

Amy Friskney
Director of Marketing and Outreach

Carolyn Martin
Administrative Assistant

ICF PROFESSIONAL COACHES

Leila Almedia
Executive Assistant

Trent Funk
Strategic Development Director (North America)

Mickey Gustafson
Regional Development Manager (North America)

Angie Holleran
Regional Development Manager (North America, Latin America, Caribbean)

Saul Infante
Regional Development Manager (Latin America)

Alla Kazajeva
Regional Development Manager (Europe, Middle East and Africa)

Tina Kuo
Regional Development Manager (Chinese speaking territories)

Kathleen Lihanda
Regional Development Manager (Europe, Middle East and Africa)

Isabelle Maes
Regional Development Manager (Europe, Middle East and Africa)

Minji Oh
Regional Development Manager (Asia Pacific)

Rainer Pratl
Regional Development Director (Europe, Middle East and Africa)

Kendra Redman
Regional Development Manager (North America)

Haitham Shaheen
Senior Development Manager (Asia Pacific and Europe, Middle East and Africa)

Fiona Toy
Strategic Regional Director (Asia Pacific)

Pac Vachiramanaporn
Regional Development Manager (Southeast Asia)

Don Whittle
Director of Member Experience

ICF THOUGHT LEADERSHIP

Alicia Hullinger, Ph.D.
Vice President

Additional support in the areas of technology, finance, human resources and membership services is provided by Associations International, LLC, shared staff members.



2365 Harrodsburg Road, Suite A325

Lexington, Kentucky USA 40504

1.888.423.3131 or 1.859.219.3580

icfheadquarters@coachingfederation.org

[coachingfederation.org](https://www.coachingfederation.org)