



## **Francesca Ferrara**

### **Director, Client Experience**

Francesca Ferrara has been with Day One Group since its founding. As an operations orchestrator, she oversees client relations and project management, while working closely with our team of designers and facilitators to ensure the quality and success of Day One Group programs. Her commitment to professional development and learning facilitation has been a cornerstone of her career.

As a former teacher with a Master of Education degree, Francesca understands both the theoretical tenets and practical applications of designing and implementing meaningful and memorable curriculum. Her passion for creating learning tools with real-life applicability is evident in her contributions to Day One Group's customized program designs for clients such as UBS, Neuberger Berman and New York Road Runners. Her experience as a professional writer in both the academic and entertainment industries provides a synthesized blend of subject-knowledge and accessibility to our content. Her commitment to developing leaders in the workplace stems from a desire to help others achieve their goals by deepening their self-awareness and creating actionable plans for growth.

With over 15 years of corporate experience in both the for- and non-profit sectors of the sports and entertainment industries, Francesca has developed a deep understanding of and respect for the importance of skills-based, interpersonal training in the workplace. As a manager in the international licensing and marketing division of the National Hockey League, she worked with 80+ licensees around the globe, and developed a balanced and versatile style when working with clients. Francesca's firm grasp of the skills needed to help team members meet their full potential continues to enable real organizational success with local and remote teams of varying expertise.

Francesca is certified by The Tracom Group to administer, debrief and train individuals and groups in the Social Styles assessment and Adaptive Mindset for Resiliency models. She is also an executive coach with a certification from the Baruch College iCoach NY program.

Francesca graduated from Columbia University and resides in New Jersey with her two sons. She is actively involved in her local school district improving the quality of education and enrichment offerings for students. In her free time, she enjoys running and playing tennis.