



Joanna Roses-Ryan

Certified Executive Leadership Coach & Facilitator, Branding & Communications Expert, & CEO/Founder of Joanna Roses Coaching & Communications

Joanna Roses-Ryan, founder and principal leadership coach of Joanna Roses Coaching & Communications, brings her 25+ years of executive coaching, communications and marketing experience to her practice of helping leaders and teams master their executive presence to advance professionally.

Joanna has a track record of developing senior leaders' and teams' skillsets to enable more effective, productive, collaborative, and impactful leadership. A champion of DEI initiatives, she strengthens internal cultures and collaboration across teams.

Joanna specializes in coaching leaders and organizations through critical inflection points, change management, transformations, and crisis situations. She has held executive leadership roles at SAS, Nickelodeon, PR agency Golin, and served as a partner, coach, and strategist to leaders at L'Oreal, Kayak, Canon, Avanade, and more. During critical inflection points for these companies, she shaped thought leaders, reinvented and repositioned brands, brokered new partnerships, created award-winning marketing campaigns, and ignited employee engagement.

Joanna spent 2 years at Understood.org running communications and raising awareness and erasing the stigma around neurodiversity, winning several awards for her marketing campaigns. Her interest in shaping the world for people with learning difference inspired her to join the PEF Board.

She is an International Coaching Federation certified coach and maintains credentials from NC State's Leadership Coaching for Organizational Performance, her undergraduate degree from Emory University, and is certified in the emotional intelligence EQ-i 2.0 and EQ-i 360 instruments.

Joanna joined the Foundation Board in October of 2024.