



# THE TROCCHIO ADVANTAGE LEADERSHIP. SUCCESS. RESULTS.

## CORPORATE CONSULTING

STRATEGIC ALIGNMENT

EXECUTIVE TEAM MEETING FACILITATION

EXECUTIVE COACHING – LEADERSHIP DEVELOPMENT – TRAINING

## PRESENTATIONS & SPEECHES

### LIZ TROCCHIO SMITH

Founder & CEO

CERTIFIED EXECUTIVE BUSINESS COACH

The “Liz Factor” blends intuition, deep business experience, and personal success that enables clients to pull themselves out of their comfort zones, find their “aha” moments, and rise to the occasion to get to the next level. Clients trust Liz and say that just working with her makes them want to be better than they are today. **LIZ TROCCHIO** brings irresistible energy, an optimistic and encouraging style, and a devotion to creating synergistic relationships that deliver results.

With a successful and visible career in commercial real estate, Liz has been a top executive of such well-respected companies as Cushman & Wakefield, the Woodmont Companies, and Hines. Her accomplishments have led to numerous awards and appointments to both internal and external Boards of Directors. Throughout her career she has coached and mentored high potential professionals who subsequently grew in their careers and established themselves as players in the industry, along with proven leaders continuing to help them grow in their positions of authority and power.

Liz holds a MBA from Southern Methodist University Cox School of Business and a BBA in Business and Marketing from Dallas Baptist University. She is a Gallup Certified Strengths Coach, an Associate Certified Coach (ACC) through the International Coach Federation, the leading global organization for coaches, a Certified Executive Business Coach through the Coach Training Alliance, and a licensed Texas real estate broker. Liz is co-author with 17 other commercial real estate women of the best selling book titled *Winning Ways in Commercial Real Estate*. Liz is a frequent and sought after guest speaker at conferences, workshops, and seminars.

*“Liz’s desire to make a difference in people’s lives is evident by her loyalty and dedication to business and to success.”*

ROGER STAUBACH  
Executive Chairman, Americas  
Jones Lang LaSalle

*“Proven by the number of accomplishments and contributions she has delivered to our industry over the years, Liz impacts many.”*

LUCY CROW BILLINGSLEY  
Partner  
Billingsley Company

*“People who work with her say, ‘Liz makes me want to work harder and be a better person.’ Now that’s a winner in my book.”*

GLORIA ALLRED  
Attorney at Law  
Allred, Maroko & Goldberg