

Joanna Rock



Overview

Joanna has more than fifteen years' experience with assessment and coaching at all levels of management including in the C-Suite. She uses her in-depth understanding of both leadership and business capabilities to help her clients identify the critical behaviors needed to elevate their performance to the highest levels. In addition to assessment and coaching, she applies legally sound assessment and development methods to assist companies with a wide range of talent management solutions. Her work provides critical insights designed to impact the both revenue growth and profitability, through coaching executives, designing and managing large-scale executive assessment centers and conducting bespoke assessments of individual executives for selection or development.

Background and Experience

Prior to Joanna's work with Berman Leadership, she founded Fisher-Rock Consulting, and JRock Consulting, working with a range of businesses on competency modeling, job analysis, assessment and coaching. She has served as an executive coach to many senior managers and executives. Earlier in her career, Joanna served as Director of Organization and Management Development for PepsiCo International, where she was responsible for the company's Leadership Development and Career Development programs, Organizational Survey, and Performance Management. Before joining PepsiCo International, Joanna was a Senior Manager at Aon Consulting where she designed, implemented and validated programs on executive assessment, leadership development, selection, performance management, and customer service and training for a variety of clients in industries such as financial services, travel, technology, pharmaceuticals, medical catalog sales, and insurance. Joanna was also an Assistant Vice President at Chase Manhattan Bank. At Chase, her work areas included the employee survey program, management development programs, and reward and recognition programs.

Joanna is also an Adjunct Associate Professor at the CUNY Baruch Zicklin School of Business, teaching Coaching and Assessment for an Executive MA in Singapore and Taiwan.

Qualifications

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Representative Businesses

Pharmaceuticals; Financial Services;
Retail; Information Services; Legal

- Gartner
- Cisco Systems
- Bristol-Myers Squibb
- The Coca-Cola Company
- Silver Lake Partners
- Merrill Lynch
- Credit Suisse
- Bank of America
- Novartis
- Federal Bureau of Investigations

Education & Training

B.A., Brandeis University,
PhD, Industrial and Organizational
Psychology, New York University

Preferred Focus Areas

Executive assessment & development
Executive Coaching
Competency Modeling



Member, Society for Industrial and Organizational Psychology
Certified, Hogan Suite, MBTI and Leadership Judgment Indicator

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