

**KIRSTI TCHERKOYAN** BIOGRAPHY**KIRSTI  
TCHERKOYAN**

Kirsti brings over 20 years of experience working closely with senior executives, mid-tier leaders, and teams in a multitude of industries. She provides solid business strategy to organizations focusing on culture, communication, leadership and strategic thinking.

With an inherent passion for technology Kirsti works with a wide diversity of clients from tech startups and sophisticated tech stars to brick and mortar consumer financing and insurance brokerages. Additionally, she has worked with many Silicon Valley venture capital firms and has broad experience with mergers and acquisitions

Growth requires depth and breadth of experience, the kind of coaching that Kirsti provides for the creation and execution of strategic plans for both businesses and professionals. She firmly believes that organizations of all sizes and types are successful when employees at all levels are better at what they do. She has built a reputation around helping organizations and executives achieve clarity and vision in developing strategies and exceeding goals.

Kirsti loves to work in her community and holds positions as an advisory board member of ARC of San Francisco, chairperson for the Council of Business Advisors, and lends her time and voice to the world-famous Glide Ensemble. She also spends time in Kenya where she is co-founder of a non-profit called Women Sharing Wisdom Institute.

**Executive Summary:**

Kirsti Tcherkoyan is the CEO and co-founder of Options4Growth, a growth advisory and human capital coaching firm. With a strong background in technology and start-ups, Kirsti is a master at the connection between strategy and people and why execution mastery is the key to success.

**Industry Specialties**

- High Technology
- Manufacturing
- Professional Services
- FinTech
- Telecommunications

**Coaching Specialties**

- Executive team coaching and development
- Driving accountability deep into organizations
- Creating cultures that drive growth

**Specific Expertise**

- Computer/IT/Software development
- Executive Coaching
- Government
- Human Resources

**Current**

- Co-Founder and CEO - Options4Growth
- Co-Founder, OpaConnect
- Business Advisory Board – Toolworks

**Past**

- Board Chair - Council of Business Advisors
- Co-Founder & board member - Women Sharing Wisdom
- Business Advisory Board - The Arc San Francisco

**Education**

- Bachelor's Degree - Sonoma State University
- Advanced Executive Training - Darden School of Business, University of Virginia