

Hope Lutz Firsel



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PROFESSIONAL PROFILE

30 years of experience working passionately in the mental health arena to support individuals, teams, and businesses create and manage changes. I coach individuals and groups by leveraging my education and work experience, as well as my own personal transformation and resilience in facing infertility, cancer, and divorce.

WORK EXPERIENCE

2008-2016

Hope Firsel, Inc.

Chicago, IL

Independent Coach

Hope Firsel Coaching is my passion business where I serve as an independent counselor, therapist and support system to women going through unexpected change.

- Served as an Independent contractor at Pulling Down the Moon, a holistic fertility clinic in Chicago where I counseled families through their fertility journeys.
- Lead women's group at Altar Communities, a women's center in Chicago and worked with a diverse group of dynamic women leading them through life changes.
- Hosted workshop at Reach Yoga, a yoga & mindfulness studio in Glencoe, IL and attracted women of all ages that united over a common goal of healing and self-improvement.

In The Press

- Wrote article on my own transformation, titled "Same Beach, New Perspective." It was published by Half and Done and Oddball Stories.
- Featured by The North Shore Weekend, Chicago North Shore Moms and WGN as a Life Coach expert.
- Shared my story as a PodCast guest on Think Business Live, Locker Room for Growth and Alive and Kick'n.

2016-2020

Quantum Real Estate Advisors

Chicago, IL

VP Communications & Internal Coach

As VP of Communications at Quantum Real Estate Advisors, a commercial real estate investment sales firm, I supported all internal and external communications to support the business in achieving a high growth strategy.

- Involved in all aspects related to coaching brokers and C-suite for maximum performance and professional growth.
- Coached brokers for business goals, strategy, and accountability.
- Developed personal relationships with relevant journals, publications, and authors and secured press opportunities to promote business milestones.
- Created partnership with Habitat for Humanity for philanthropic event that created opportunity for our team to connect and give back.
- Responsible for onboarding and training employees through a tremendous growth phase where the company grew by 50%.
- Hosted group workshops by crowdsourcing relevant topics to provide continued education to enhance team communications, trust and respect.

2008-2016

SMRT, Inc.

Chicago, IL

Entrepreneur

SMRT, Inc. was a content rich website that focused on mindful parenting. The program targeted parents of children of all ages and offered uniquely curated curriculums to appeal to both adult and adolescent audiences.

- Recruited and collaborated with over 150 professionals that authored articles for SMRT with an expertise in child development.
- Created one of the first content rich website providing information from around the globe to provide the audience with relevant tips, ideas and timely information
- Developed Editorial Calendar, with strategic content and managed posting schedules and metrics on various social media outlets.
- Gained over 30,000 global subscribers through referral programs, organic press and email marketing

2005-2008

NuFocus, Inc.

Chicago, IL

Independent Consultant & Coach

Created independent consulting and coaching company to provide a wide array of change management services to individuals and businesses.

- Coached individuals and couples experiencing fertility challenges from my own experience to reclaim their sense of control, inner peace, and optimism for the future.
- Facilitated individuals seeking career change by identifying clearly defined goals and intentions.

- Served as Community Relations VP for the Chicagoland Chapter of, an organization of over 1,200 learning & performance professionals working and serving in the greater Chicago metropolitan area.
- Led for the Cara Program, a non-profit organization, whose mission is to provide training and development for at risk populations. Two primary projects include evaluating and enhancing the leadership team's training skills and coaching at risk populations in the art of interviewing with mock interviews.
- Designed training material for management educational seminars for Truman College.

2004-2005

FPL Advisory Group

Chicago, IL

Management Consultant & Business Coach

Consultant who provided strategy, organizational effectiveness, and design, and change management to companies in the real estate and financial services industries. Deep expertise in organizational effectiveness, training & development, and corporate culture.

- Managing employee teams to develop a change management platform and process improvement for all internal divisions to support the organization's extensive plans for growth. Company one of California's largest land developers.
- Provided direct guidance to the CEO and Board of Directors regarding their CEO succession planning.
- Active in strategic planning, interviewing internal candidates and leading discussions among the Board of Directors for final approval. Client one of the largest publicly traded REITs on the NYSE
- Facilitated Board of Directors Annual Retreats.

2000-2003

Hewitt Associates

Lincolnshire, IL

Corporate Restructuring & Change

Consultant in the Corporate Restructuring and Change division. Area of focus concentrated on people issues associated with spin-offs, start-ups, mergers, acquisitions, initial public offerings, and other restructurings.

- Facilitated leadership development, employee communications and change management planning for the CEO of a joint venture of three of the world's top makers of semiconductors.
- Assisted one of the world's largest private accrediting agencies as they determined the implications of restructuring as an independent entity. Responsibilities continued through design and implementation.
- Performed several cultural analyses for one of the world's leading oil and gas producers.
- Developed Hewitt's web-based change management tools. Training program was developed and implemented.

1997-1998

Human Resource specialist in a leading, international major-bracket investment banking firm.

**Robertson
Stephens**

San Francisco, CA

Human Resources

- Involved in integration efforts following acquisition by Bank Amercia, Nations Banc Corp. and Bank Boston. Trained new employees following various mergers.

EDUCATION

2024

Certified Divorce Specialist



2023

Rapid Resolution Therapy

Trained by Dr. Jon Connelly to use Rapid Resolution Therapy with clients to clear the mind of negative beliefs, and reorganize thoughts to see new possibilities, and stop regretting the past and dreading the future.

2006- 2007

iPEC Coaching

Certified as a Life Coach

Multi-module coach training and certification program focused on developing skills necessary to develop self and coach others to live a life they love.

2002-2003

Linkage, Incorporated

Certificate of Professional Achievement in Organizational Development

Program intended to enforce best practices for working OD professionals and practitioners.

2008-2016

London School of Economics

Masters Degree in Organizational Behavior & Human Resource Management

- Dissertation evaluated the impact of mergers on the dynamics of corporate culture and morale. A close examination of the DaimlerChrysler AG merger revealed numerous positive and negative aspects.
- Diagnosed, analyzed, and developed strategies for organizational change.
- Researched and studied human behavior in the workplace from a global perspective.
- Member of the Industrial Relation Society.

1993-1997

The University of Wisconsin

BA, Honors, Psychology. Certificate in Women's Studies.

Major emphasis on Organizational Behavior and Psychology of the Workplace.

- Appointed team leader of student-run group to evaluate corporate case studies.
- Supervised laboratory work for one-year portion of major longitudinal study on the development of children's activity levels.
- Reporter for Badger Herald, the leading newspaper.
- Junior year studied at Tel Aviv University.