



Natalie Jobity Bio

Natalie Jobity is a Leadership Coach, Personal Brand Strategist, Author, and Speaker. As the “Brilliance Unveiler,” she integrates her 25 years of marketing, image consulting, entrepreneurship and coaching expertise with her strategic brilliance, creative ingenuity, and her innate ability to spot potential to help women rise to their highest leadership heights.

Natalie left her successful 15-year career as a market researcher, leaving as a Vice President of Research in the Financial Services sector to pivot, founding Elan Image Management, her image consulting firm. As a Black woman and immigrant, she single-handedly built a nationally recognized business and brand in just a few years, working individually with hundreds of women, helping them understand how to dress intentionally and authentically using her “Presence with A Purpose” framework. She appeared on TV as an image expert, wrote articles and columns for dozens of respectable national and local publications, and led engaging and transformative seminars and workshops for universities, organizations, churches, and corporations.

Natalie is the author of Amazon best-selling [*Frumpy to Fabulous: Flaunting It*](#), and her newly published leadership empowerment book, [*It's Your Time to Shine, Girl: Own Your Brilliance, Step into Your Influence, and Lead Like a Trailblazer*](#). She wrote the latter to inspire women to bring their brand of brilliance to the fore so they can lead like the trailblazer, game-changer, and changemaker they are meant to be and to give them the tips, tools, and techniques needed to succeed and thrive as women of influence.

Natalie has dedicated the past fifteen years of her life to empowering women to shape their outside shine so that it matches their inner, innate, unique brilliance. In her leadership coaching company, The Unveiled Way, she empowers heart-centered, high-achieving women seeking to make their divinely designed impact, to operate in their brilliance so they are positioned to lead authentically and unapologetically in their arena.

Natalie brings an authentic, customized, intuitive approach as she helps purpose-driven women unveil their brilliance, so it becomes potent, powerful, and purposeful with ripple-making effects for years to come. Natalie customizes her work so that cookie-cutter frameworks and “been there done that” blueprints and templates are shoved to the side, making way for an authentic, intuitive, organic process. This unveiling brings forth a woman's true brilliance which allows her to shine and thrive in the way that is most aligned with her truth.

As a passionate speaker and storyteller, she creates authentic safe spaces for her audience to engage and resonate with her content. In her dynamic interactive leadership development talks and webinars, her energy radiates and energizes, leaving her audiences inspired, and ignited to take actionable steps in their professional development.

Natalie is a certified coach with the International Coaching Federation (ICF) at the ACC level. She is also a Certified Professional Life Coach (CPLC) by the esteemed Professional Christian Coaching Institute and a certified Strengths Champion Coach (Gallup CliftonStrengths). She has also been certified as Dare to Lead trained by Brene Brown’s leadership program. Her formal education includes an MBA in Marketing from Baruch College, CUNY; a MPhil in Finance from Cambridge University; and a magna cum laude B.S. in Accounting & Economics from Rutgers University.

Visit her website at www.theunveiledway.com to learn more about how she partners with leaders as a coach and speaker. While you’re there, discover your leadership posture and style by taking Natalie’s popular assessment, [LeadHer Way Brand Identity Assessment](#).