



Bernie Siegel, CPA, CEC

Bernie Siegel is a Certified Professional Coach and Business Consultant. His clients, which include career changers, professionals who feel stuck and people who feel their lives need more balance, gain a tremendous advantage by working with someone who has over 25 years of real world business experience and has served as an integral part of the management teams of some of the most well known, successful companies in their industry.

He helps his clients become aware of the behaviors that hold them back and guides them in

- **growing businesses in today's challenging environment**
- **increasing worker morale**
- **developing effective leadership practices**
- **coaching employees on behavioral challenges**
- **identifying negative behaviors that hold successful people back**
- **career transition**
- **Interviewing and resume mastery**
- **Compensation negotiating skills**

Bernie is a CPA and a graduate of the Institute for Professional Empowerment Coaching, an internationally recognized professional coach training organization fully accredited by the International Coach federation, the world-wide governing body for the profession. In fact Bernie has the distinction of being one of less than a dozen CPA's who are also certified professional coaches in the United States today.

Bernie began his career at KPMG, which at the time was the number one accounting/consulting firm in the world. He served as the CFO and Board member of TD Waterhouse Inc., one of the fastest growing and most recognized names in financial services. He was the CFO and COO of Discount Brokerage Corp of America, the first discount broker in America. He was one of the founding executives of Wit Capital Group, the first online investment bank, and CEO of an international venture capital firm which funded start-ups around the globe.

WHAT DOES THIS MEAN FOR YOU? Bernie has been an observer and architect of winning behavior and business practices for over 25 years. He willingly shares his secrets of success with you while helping you define your own brand of success.

Bernie enjoys speaking and has organized financial and career coaching workshops and presentations in many venues in NYC. He is President of the award-winning International Coach Federation-NYC, the largest chapter in the world, and a Board Member of the Village/Chelsea Chamber of Commerce. Bernie has been a frequent guest on Life Coach TV. He is a native New Yorker who enjoys skiing and scuba diving, travel and approaches life with a sense of humor.

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