



# Nada NORVAL

SENIOR VICE PRESIDENT,  
CAREER TRANSITION



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Nada Norval is Senior Vice President of Ratliff & Taylor and leads the Career Transition practice where she and the certified team of coaches provide consulting to C-level and senior executives, middle management, professional and non-exempt candidates. Nada also partners with Human Resource Departments and advises on transition issues, processes, outcomes and tailors solutions in Career Transition and Retirement Planning. She has managed career transition centers; presented professional development seminars on job search strategies, networking, interviewing, negotiations and technology; and regularly speaks on retirement options. She is a leader within Career Partners International (CPI) where she helps influence and shape the direction of Career Transition services globally. Nada is credited with creating the Consultant Certification Process for CPI that was implemented globally.

Prior to her role with Ratliff and Taylor, Nada worked 10 years with IBM in sales, marketing and customer service management. Her primary responsibilities included national accounts, sales support programs, and new business generation where she sold hardware, software, technical and financial solutions. She achieved the 100% club by meeting annual revenue objectives. Over the years, Nada developed hands-on knowledge in many Northeast Ohio industries including manufacturing, chemical, distribution, healthcare, transportation, banking, insurance, government, education and retail.

## EDUCATION

B.S., University of Akron  
A.D., Business Management & Accounting  
Top Performer, IBM Sales & Technical Training Program (Master's Equivalent)

## PROFESSIONAL CERTIFICATIONS

Master Level Career Transition Consultant  
Consultant, New Horizons™ Retirement Planning  
Consultant, Create Your Career GPS™  
Consultant, Manager as Coach™ Training Program  
LifeOptions™ Assessment  
SHL/CISS Assessments

## PROFESSIONAL ORGANIZATIONS

Career Partners International – US Region Leader  
Career Partners International – Quality & Standards Committee

## AWARDS & SPECIAL RECOGNITION

Women of Professional Excellence, 2011  
Hero Award, 2009, 2011, 2012

RATLIFF & TAYLOR

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