

The Butler Initiative
Professional Consulting and Executive Coaching
Dr. Marsha Butler Bio

Dr. Marsha Butler creates a positive coaching experience by aligning evidenced-based coaching skills with her executive business experience to help business executives and leading managers, particularly women and people of color achieve their personal ambitions, business goals and desired business results.

Marsha is interested in partnering with leaders who are focused on their personal and professional growth, innovation, organization effectiveness and leadership development.

As an independent business coach, Marsha utilizes a highly researched 3 CP coaching experience from Columbia University informed by a strategic set of core competencies and learning that will help address opportunities and barriers to success that the client defines. Marsha provides a confidential and ethical environment working with clients to map and achieve measurable goals, define a business plan for growth, personal aspirations, and business success.

Marsha is also set up to consult with leaders within industry, NGO, and non-profit groups to help them with strategy development, team effectiveness, corporate social responsibility and social impact, diversity, equity, and inclusion strategy, particularly as it relates to external engagement and strategic alliances to demonstrate corporate commitment in this important area.

Background

Marsha has 30 years of professional experience working as a business executive in a global consumer products company. She has worked globally to achieve business and marketing success with a deep understanding of diverse populations and global business needs. Marsha has developed a global strategic framework for the global growth of a comprehensive health initiative focused on innovation, growth and social impact. Team effectiveness, relationship-building with relevant stakeholders and collaborative leadership are key pillars of her success in creating a globally scaled strategic framework meeting the needs of ninety diverse markets around the world.

This background gives Marsha great insight into the challenges and opportunities for business managers, relative to organizational complexities, strategic growth and development, and a focus specific to diversity, equity and inclusion.

Marsha has mentored numerous upcoming leaders in her business organization leveraging her coaching skills to promote a strong innovative culture and an effective organization.

Experience

Marsha has successfully completed the Coaching Certification Program at Columbia University Teaching College in cooperation with the Columbia Business School. Marsha's global corporate business and executive experience provides the insight and competency to expand on these experiences to lead an independent coaching and consulting business with a focus on coaching women and people of color in a business or non-profit setting. She is also keen to provide strategic development and alliances, DE&I external engagement and educational services for industry and NGO groups.

Credentials

Marsha is a graduate of Howard University College of Dentistry with a B.S degree in Microbiology and Chemistry. She has spent 34 years in Corporate America working at Johnson and Johnson, and Colgate-Palmolive providing a strong business background with a focus on health and wellness. She has a Certification for Executive Coaching from Columbia University. Marsha has completed numerous business and leadership programs from Stanford University Business School, Harvard TH Chan School of Public Health, Centers for Leadership, and numerous internal corporate leadership programs. Marsha has won numerous awards across a spectrum of public health, corporate leadership, research institutions and media communications. She values the time she has spent mentoring young leaders in the corporate, NGO and community sectors leveraging coaching and business skills to help others pursue their personal and professional goals.