



# Mark Guzman

ICF-ACC Certified Coach

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## Professional summary

With over 12 years of experience at the intersection of technology, leadership, and coaching, I specialize in helping professionals unlock their potential and navigate career transitions with purpose. As a passionate ICF-certified coach and seasoned Technical Program Manager, I bring a unique blend of strategic insight and empathetic guidance to every coaching relationship.

My background spans privacy enablement, cloud transformation, and agile operations, equipping me with the tools to support clients in fast-paced, high-stakes environments. Whether you're seeking greater leadership effectiveness, career clarity, or a confident pivot into something new, I help you align your strengths with your goals to create lasting impact.

## Employment history

Jan 2020 - Present

### Technical Program Management Coach, Mento

Seattle, WA

- Coach and mentor over **40+ professionals** across tech, finance, and consulting using Mento's 80/20 performance model, driving an average **30% improvement in goal attainment** within 3 months.
- Design and implement personalized growth strategies tailored to each client's career objectives, resulting in a **95% satisfaction rate** and high ongoing engagement.
- Partner with cross-functional experts to deliver high-impact coaching sessions, contributing to a **20% increase in client retention** through measurable outcomes and continuous support.
- Leverage Mento's tech platform to track progress, identify trends, and optimize coaching delivery, increasing session efficiency by **25%** and scaling impact across the user base.

Jan 2025 - Present

### Career Coach, New York University

- Support and guide over **25+ students** in achieving their career goals through personalized coaching, resulting in a **70% success rate** in landing internships or full-time roles within 3 months.
- Partner with faculty and industry professionals to launch **targeted career events and networking sessions**, boosting student-employer engagement by **40%**.
- Develop and refine career development resources, including resume workshops, interview prep, and LinkedIn branding sessions, helping students build confidence and clarity in their job search.
- Spearhead the expansion of coaching services to reach a broader student base, laying the groundwork for a **20% increase in participation** and new partnerships with top employers.

Jan 2020 - Present

**Accountability Coach, Nanu LLC**

Seattle, WA

- Deliver personalized career coaching and executive development services, including **resume writing, LinkedIn profile optimization, and cover letter support**, tailored to each client's goals.
- Maintain a **100% satisfaction rate on LinkedIn** for branding and optimization services, helping clients stand out and attract recruiter attention.
- Accumulated **600+ hours of coaching** experience, supporting professionals at all levels, from students to senior leaders, through career transitions and growth.
- Partnered with institutions like **New York University, Washington State University, and Mento** to provide strategic career guidance and expand access to high-impact coaching.

**Education**

Apr 2022 - Present

**Master of Arts in Psychology, Concentration in Industrial/Organizational Psychology**

Purdue University, West Lafayette, IN

Jan 2016

**Master of Science in Computer Information Systems, Concentration in Security**

Boston University, Boston, MA

Dec 2011

**Bachelor of Arts in Business Administration, Accounting major, MIS minor**

Washington State University, Pullman, WA

**Additional information**

**Certifications**

- Project Management Professional, PMI, License 1883414
- Certified Life Coach, JRNI
- Associate Certified Coach (ACC), ICF
- NASM Certified Personal Trainer

**Community Involvement**

- Board Member/Principal Product Manager at Believe in Me – Seattle, WA
- Vice President at Youth Environmental Awareness – Seattle, WA

**Professional Affiliations**

- PMI (Project Management Institute)
- JRNI Coaching Intensive
- IAPP (International Association of Privacy Professionals)
- NASM (National Academy of Sports Medicine)