

## Griselda Beck, M.B.A.

Success Coach, Expert Strategist, Bestselling Author, Keynote Speaker and @LatinaBossCoach  
A proud Latina - 1st generation Mexican-American and African-American heritage

### HERstory:

Passionate about personal development, interpersonal communication and human behavior...our hearts, souls, vulnerability and identity. This passion came from a frantic search for my happiness and desperate need to feel in control of my life and destiny.

In my early 30s, I was that woman who “had it all”. Independent with a successful career and all the perks that come with it...”what more could a girl ask for?”

But, I wasn't happy. I wasn't really *present* in my own life. I survived each day sustained by caffeine and adrenaline. Before I knew it, I was in a state of crisis that had attacked my health - my body physically and left me vulnerable to a deep depression culminating in a medical emergency that brought my whole life to screeching halt! That is where my journey began to become the happiest I've ever been. I'm so blessed, loved and grateful to be alive each day! This experience had such a profound impact on me that I wanted to help other women by sharing my story and personal growth experience...my testimony. This purpose is what drove me to start coaching women on business and navigating life in between, starting with my fellow Latinas and women of color.

Today, Griselda Beck is a powerhouse speaker and coach that combines her executive expertise, with transformational leadership, mindset, life coaching and heart-centered divine feminine energy principles to empower women across the globe to step into their power, authenticity, hearts and sensuality to create incredible success in their business and freedom in their lives. The results? Confident CEOs.

Her clients have experienced success in quitting their 9-5, tripling their rates, getting their first client, launching their first product and growing their business in a way that allows them to live the lifestyle and freedom they want. She has been featured as a Top Expert on FOX, ABC, NBC, CBS, Marketwatch, Telemundo and most recently named on the Top 10 Business Coaches list by Disrupt Magazine. Griselda is a featured author in the book series [13 Steps to Riches](#) and [Boss Latina Anthology](#).

Griselda Beck is an executive with 15+ years of corporate experience and the CEO and Founder of Beck Consulting Group and Latina Boss Coach. She holds a B.S. Business Administration and M.B.A. with concentration in Marketing and Entrepreneurial Management from the University of California Riverside (UCR) . She studied international business at the Institut National des Télécommunications (Télécom SudParis) in Evry, France.

Ms. Beck is passionate about the education and empowerment of young girls to grow into confident and successful women, compassionate towards the human condition and believes in paying it forward. “I have been so blessed by many in getting to where I am today, that I try to live in a spirit of gratitude and seek to help others along the way whenever possible,” said Griselda Beck, MBA, Founder and Principal of the Beck Consulting Group and Latina Boss Coach. In fulfilling this cause, she serves on the Board of Directors as President for MANA de North County San Diego.



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Success Coach, Expert Strategist, Author, Motivational Speaker, **proud Latina and WOC!**

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