

Darcy Luoma

(262) 563-3522 • darcy@darcyluoma.com

Award Winning Coach and Public Speaker in Business and Politics • Entrepreneur



Darcy Luoma is a published author and entrepreneur who took her deep experience from 20 years working at the highest levels of politics and turned it into an incredibly successful business with over 20 employees and contractors. She is a highly sought-after coach, speaker and consultant who has worked with more than 500 organizations in 48 industries to create high-performing people and teams. She has served on six boards providing strategic, governance and leadership development oversight. Darcy balances running her thriving business with raising her two energetic teenage daughters, adventure travel, and competing in triathlons.

BOARD EXPERIENCE

International Coach Federation Wisconsin • Board Member	2006 – 2008
National Education Association • Board Member	1995 – 1996
Wisconsin Education Association Council • Board Member	1995 – 1996
Wisconsin Women in Government • Board Member and Board President	2003 – 2007
Career Skills Expo • Board Member	2001 – 2003
Student Wisconsin Education Association • Board Member and State Board President	1993 – 1996

CAREER HISTORY

Darcy Luoma Coaching & Consulting • Founder and CEO	2002 – Present
United States Senator Herb Kohl • Director	2001 – 2013
Governor Jim Doyle (WI) • Transition Team Deputy Director and Senior Advisor	2002 – 2003
Gore/Lieberman, Inc. • National Advance Staff	2000 – 2001
Institute for Wisconsin's Future • Senior Education Outreach Specialist	1998 – 2000
Wisconsin Education Association Council • Government Relations Specialist	1996 – 1997
Hallatt Leadership Consulting Group • Consultant and Trainer	1992 – 1996
Leadership Institute • Director	1992 – 1996

EDUCATION

Pepperdine University • George L. Graziadio School of Business & Management <i>Master of Science in Organization Development (MSOD)</i>	2007
University of Wisconsin – Madison • La Follette School of Public Affairs <i>Graduate level coursework in organization development, leadership, and school finance</i>	1998 – 2003
University of Wisconsin – Eau Claire • Bachelor of Arts, Math, and German Education	1995

PUBLICATIONS, CERTIFICATIONS AND AWARDS

Thoughtfully Fit: Your Training Plan for Life & Business Success • Harper Horizon	2021
Coaching Certifications • CPCC, MCC, BCC, ORSCC	2004 – Present
National Speakers Association • Certified Speaking Professional® (CSP)	2019

COMMUNITY INVOLVEMENT

TEMPO • Organization for women in executive and leadership positions	2003 – Present
Wisconsin Women's Network • Member	2012 – Present
Greater Madison Federal Agency Association • Active member	2001 – 2013
Simpson Street Free Press • Advisory committee member	2003 – 2005
Fetch, Shelter from the Storm, Humane Society, Underdog • Foster family and volunteer	2001 – Present