

Krista Moore Biography



Executive Coach and Consultant, Krista Moore, founded K.Coaching, LLC in 2001 to help business owners, executives, and their sales teams develop the skills and strategies to propel their growth. She has addressed hundreds of businesses around the world through coaching, public speaking, seminars and sales training.

Krista co-authored a book with bestselling authors Stephen Covey and Ken Blanchard, *Roadmap to Success*, which was published in November 2008. In the book, Krista discusses her ShipBuilding philosophy of how intentionally building and maintaining strong “ships”—relationships and partnerships—with people in our business and personal lives is the foundation to sustainable personal and professional success.

More than 20 years of sales leadership experience

Before launching her firm, Krista spent 18 years in sales leadership positions—including a progressive, independent computer and office products dealer, regional sales manager for Boise Cascade and a vice president of sales for Corporate Express. Moving 10 times in 15 years—often entering new markets to establish name recognition and create successful “go to market” strategies—she was frequently tasked with navigating the aftermath of mergers and acquisitions, which honed her ability to hire the right people, quickly assess their strengths and potential, and coach them to high levels of success.

At independent office products dealer Word Technology Systems (WTS), Krista took the company into three new markets—each time having to build the business from the ground up with few resources by developing innovative sales strategies to create brand awareness and capture market share from the big box stores. Krista was an integral part of their growth to \$100 million, gaining momentum and recognition and eventually selling to Boise Cascade Office Products.

A recognized leader in her field

Krista is a monthly columnist for *Sales & Marketing Management* magazine and a regular contributor to *Independent Dealer*. Her articles have also been featured in *OnPoint*, *Office Products International*, *NOPA*, and *Dealer Network* magazines.

In November 2008, she launched a Women in Leadership Group for high-achieving women around the globe who are climbing the corporate ladder.

She also helps groom future business coaches by serving as a guest faculty member for North Carolina State University's Business Coaching program. Krista is a member of the International Coach Federation, Coachville, and the International Speakers Network.

She graduated from Clarion University of Pennsylvania with a bachelor's degree in Communications. While there, she worked her way through college by hosting a television talk show, recording radio commercials and serving as Master of Ceremonies for many public events.

Krista resides in Raleigh, North Carolina with her husband, Eddie, and two daughters, Kara and Karson. She enjoys visiting the beach, entertaining friends and family at her home, playing golf, and igniting the potential in others!