

Spring 2021 ISE Alumni Spotlight



Sonia Ferrell

Sonia Jimenez Ferrell received a B.S. in Systems & Industrial Engineering from San Jose State University in 2000, and a Masters degree in Organizational Leadership from Saint Mary's College of California, Moraga (2012)

Sonia has over 18 years of experience in HR, Process-Improvement, facilitating, coaching and leadership. She has spent the past decade studying leadership, values, emotional intelligence, and interviewing over 40 entrepreneurs and leadership experts on success strategies. This work has included collaborative research on developing capacities to deal with stress and overwhelm (thesis project). She is the co-author of the #1 International bestseller: Step into your Brilliance.

She currently coaches and trains individuals and professionals who feel stuck and want to succeed in their life and career; by sharing her 6-step formula for success.

Sonia is a Bay Area native, a wife, mother, professional, and mentor for high school and community college students in her area. She is an advocate of STEM programs.

Contact: sjferrell5@gmail.com

LinkedIn: Sonia Ferrell, MA