



# Nada Norval

Senior Vice President,  
Career Transition

## Contact

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## Education

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Master of Science  
*University of Akron*

Associate's Degree in Business  
Management & Accounting  
*University of Akron*

Top Performer (Master's Equivalent)  
*IBM Sales & Technical Training Program*

## Professional Certifications

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Master Level Career Transition Consultant  
Consultant, New Horizons™ Retirement  
Planning  
Consultant, Create Your Career GPS™  
Consultant, Manager as Coach™ Training  
Program  
LifeOptions™ Assessment  
SHL/CISS Assessments

## Best Career Advice

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Work with grit, stay uncomfortable, and  
be a continuous learner.

# Ratliff

*rooted in people*

Nada Norval is Senior Vice President, Career Transition of Ratliff & Company. She leads a highly motivated team of certified coaches who provide job search coaching, entrepreneurial, and retirement readiness consulting to C-level and senior executives, middle management, professional, and non-exempt candidates reaching across the Americas and globally. Nada also partners with Human Resources Departments advising on transition plans and tailoring solutions to meet customer and candidate needs.

Throughout her tenure, Nada's leadership has earned Ratliff's Career Transition Practice a reputation of high quality, trust, and success. Sought out for her deep expertise in the industry she has been called upon as a trusted advisor to leadership teams. As a coach, Nada has dedicated her life's work to partnering with executives and helping them reach their desired career outcomes including new positions, buying, or starting a business, and blending career and retirement goals.

Prior to her role with Ratliff, Nada worked 10 years with IBM in Sales, Marketing, and Customer Service Management. Her primary responsibilities included National Account Sales, Support Programs, and New Business where she sold hardware, software, technical, and financial solutions. Over the years Nada developed knowledge in many industries including manufacturing, chemical, distribution, healthcare, transportation, banking, insurance, government, education, and retail.

Known as the "Baklava Baker" and for her enjoyment of cooking, Nada will bake over 1,000 pieces of baklava for gifts at the holidays. Stepping away from the kitchen you will find her on a mountain trail hiking. While she currently doesn't own any pets, her love of animals come through by watching and caring for pets of friends and family.

## Awards & Special Recognition

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Women of Professional Excellence, 2011  
Hero Award, 2009, 2011, 2012