

Yolanda Moran, Practice Lead, Enterprise

Clear is kind. Unclear is unkind. — Brene Brown



Yolanda Moran brings over 20 years of operational leadership experience and a depth of organizational understanding for leading growth and transformational change. As VP of Retail Operations for Flight Centre Canada, Yolanda drove the profitable growth of a \$750M leisure travel business, oversaw 160+ locations with 900+ employees, and headed up brand marketing and online strategy. During her tenure, she achieved 20% year-over-year growth in physical footprint and staff count, and initiated a ‘taxes & fees included’ pricing strategy across all marketing channels — a market first at the time. This experience afforded her unique insights into what it takes to lead large-scale tactical shifts while embedding consistent and workable business systems, and ignited her passion for creating a coaching culture.

Most recently, Yolanda served as vice-president of leadership development for the Americas at Flight Centre Travel Group, where she designed a multilevel leadership development program for Canada, the USA and Mexico, and built a new employee induction training program. She managed the company’s executive coaching offering for four years, working one-on-one with senior leaders to help them identify and achieve their desired outcomes. Having worked across five continents as a facilitator and executive coach, Yolanda has gained a wealth of perspective in bridging cultural differences, enabling productive team communication, navigating politics in the workplace and leading through ambiguous times.

Yolanda brings a keen sense of empathy and a passion for supporting others in developing their own leadership practice. Her philosophy on leadership focuses on ‘getting real’ about reality, building strength vs. focusing on weakness, and maintaining inclusivity and personal accountability at every level of an organization.

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