



**Jen Armstrong, ACC, MBA**  
**Senior Associate**

*"I knew in my core I wanted to move from where I was to a place of being a true transformational leader. Jen helped me to codify my goals and then never lost sight of them. One of the most important aspects of the experience was that Jen gave me room to explore my thoughts, actions, wins, and perceived mistakes. This is hard and personal work. Jen provided the space for that work to happen and was my champion to help me move forward, recognize and overcome roadblocks, and align my choices with my goals. It is hard to put into words what having a sense of self can provide. It isn't about temporary or permanent change, but change in motion".*

– VP of Marketing, Ed Tech

## Jen Armstrong

With more than 20 years of creative, corporate, and consulting experience, Jen has witnessed firsthand the challenges facing leaders today. As a former member of the C-suite, she began consulting in go-to-market strategy to help organizations achieve commercial objectives. Recognizing the chicken and egg synergy of leadership excellence and business results, her focus shifted to leadership coaching. Jen now partners with leaders on this interconnected journey supporting leader development with a view on individual and organizational results.

Having led customer-facing programs and held P&L responsibility, Jen offers a uniquely broad appreciation of business dynamics. From the challenge of industry disruption to the often-lonely position of leading change, her experience includes nurturing innovation and culture to support growth. Jen's international work also affords her a global perspective to support strategy and leadership development on a larger scale. Her approach has been shaped by her experiences with the generous leaders and supportive teams with whom she has been honored to work.

Leaders seek Jen's support in areas such as:

- Transitioning into a senior role or new career
- Developing new awareness to effectively lead during change
- Assessing strengths and growth areas that align with individual and organizational goals
- Identifying individual and organizational values to guide behaviors that achieve desired results

Jen earned her Certification in Leadership Coaching from Georgetown University and is credentialed by the International Coach Federation. She is certified to coach to the Global Leadership Profile (GLP). She is also certified in the DISC and Business Motivators tools. Jen has an MBA from Boston University and a B.S. in Journalism from Bowling Green State University.

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