

Wisdom Important To You

Betina Meyer Pflug

Large Bio

Betina Pflug is an entrepreneur, a business and life coach, a mother, and a marketing and CRM specialist. She has a degree in hotel management, received her MBA from Rotman School in Canada, and has completed three different coaching certifications, including a specialization in facilitating nonprofits, life coaching, and biopsychology to promote positive mental attitudes for mental and physical wellbeing.

Betina's entrepreneurial spirit stems from a long family line of self-starters and business owners. Her grandparents first have immigrated from Europe to Brazil during World War II, and her parents having successfully built businesses in Brazil's fitness and nonprofit industries. Betina's story is truly one of inspiration and grit. Betina has invested herself in many different sectors throughout her life, ranging from hospitality to nonprofit development, event planning, education, technology, and the food and beverage industry. With each new business venture, she acquired new skills that presently offer high value to whoever receives her coaching. Bringing over 20 years of experience, she shares her expert knowledge in strategic decision-making, marketing, sales, government negotiations, quality control, public speaking, training, and analytics. Her international experience allows her to communicate in Portuguese, German, Swiss-German, Spanish, and English.

Betina's openness to go after the opportunities that presented themselves to her even in the face of having to start over and rebuild demonstrates her courage and self-efficacy to grow, challenge herself, and always be learning the skills necessary to accomplish whatever goal she orients herself to. This is one of the best characteristics that make Betina an excellent coach because professionals who coach from a place of authenticity understand the effort and mindset needed to reinvent themselves time and time again. Her most recent transition of emigrating with her family from Brazil to Colorado in April of 2016 prove her wish always to innovate

Everyone Who Wants To Change The World Should Have The Tools To Do So!

Betina's mission is to help individuals organize their lives and bring presence, enthusiasm, and balance to their daily activities. Using her organizational skills, knowledge of technology, and nurturing healing with energy modalities, she helps her clients and family members invest in their relationships, become more efficient, and find pleasure in everything they do. Consequently, she helps her clients achieve their goals and create a balance between their personal and business lives.

For the past ten years, Betina has also devoted twenty percent of her time to help Nonprofits' development. One of her goals is to educate them on becoming more efficient by implementing technology and marketing strategies. Her podcast, *Wisdom for Nonprofits*, was created in 2020 to highlight proven leaders in the nonprofit sector to share their experiences, knowledge, insights, and best practices with her listeners.

Betina is innovative and authentic in her approach and uses this to tailor her coaching to each individual. Consider Betina as your accountable partner to transform your life or organization.

With the right resources, you can do anything.