



ABOUT VALERIE SHEPPARD, FOUNDER & CEO OF THE HEART OF LIVING VIBRANTLY



Valerie R. Sheppard is a leadership expert and intuitive healer, sharing wisdom as a speaker, author, coach and host. The “wisdom” comes from her own journey of transformation combined with her more than 28 years of experience in business strategy, marketing, branding, and coaching. Valerie uses this diverse knowledge and multi-faceted experience to help people from all walks of life “create and bring to life, the best vision of themselves and their businesses.” She infuses her work with comedy, when appropriate, to help people truly open up and experience joy.

As the Founder and CEO of The Heart of Living Vibrantly™, Valerie has taken a “radical sabbatical” from her highly analytical, stressful and competitive corporate life, and transformed from her driven, drill-sergeant demeanor. The softer, more conscious and fun Valerie now provides one-on-one and group coaching, workshops, tele-seminars and special events to help clients transform their lives. She has created a signature 4-step process that helps them release “emotional junk-in-the-trunk,” integrate their hearts with their heads, design a new way of being, and establish personal practices that support them as they create more fulfilling lives and profitable businesses. As a professional improv comedienne, Valerie’s specialty is finding ways to keep it light, incorporating improv tips and games, and Laughter Yoga into her work. Her goal, as Valerie puts it, is to “guide clients to uncover subconscious blocks and gain clarity that helps them make better choices, overcome obstacles, strengthen relationships, embrace their life purpose, and create success and fulfillment.”

Born in Quantico, Virginia and raised across seven states, Valerie was called “bossy” as a child by some of her peers. She may have been expressing the command-and-control style of her career U.S. Marine father. However, what appeared as bossiness turned out to be great leadership ability. She graduated from George Mason University in Fairfax, VA with a bachelor’s degree in Speech Communication. She later went on to receive a dual concentration M.B.A. in Marketing and Transportation and Distribution Management from the respected Whitman School of Management at Syracuse University in Syracuse, NY, where she graduated with honors.

“I’ve been blessed with an ability to quickly get below the surface of situations and help people see themselves and the outer dynamics more clearly,” says Valerie. However, in 2006, Valerie realized

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that what she could do for others wasn't coming so easily for herself. After spiritual exploration, metaphysical study, soul-searching and working with her own transformational coaches, she uncovered subconscious beliefs and rooted ways of thinking and being that were holding her back. Valerie's journey of discovery helped her trace the beliefs to feelings she experienced as early as in the womb. Her parents didn't want another child when she was conceived. Her mother was also a victim of domestic violence when she was pregnant with Valerie. Add to that the dynamics of being raised as a Black child in the 1960s, and despite her parents proving to be loving and supportive when she was born, Valerie became a driven overachiever in all aspects of her life trying to prove to the world that she was worthy of being here. "I learned early in my life the feelings of never being good enough or lovable enough to be accepted and happy. I knew something wasn't right, but I thought it was with the world around me. I had no idea the trouble was within."

She began her 28-year marketing career working in cause-related marketing, helping non-profits strengthen their communication and grow their memberships. She later worked in line management and consulting with industry leading companies, including Procter & Gamble and Zyman Group. She topped off her marketing career as a vice president of marketing in the 2.5 billion dollar Grocery Division of ConAgra Foods, managing a portfolio of national and regional brands. Having worked in fields including business strategy and marketing, creative and performing arts, event planning and production, and personal development, Valerie has a diverse professional background.

Valerie's interest in acting and dance blossomed when she was just a toddler. In 2004, she earned the title of Ms. American Queen 2004, recognized for "beauty, accomplishments and community service." In 2006, as Mail Carrier Carla, she was a recurring member of the cast of the Emmy-nominated children's show "Hip Hop Harry," a favorite on Discovery Kids and TLC. One of her latest endeavors is performing with the professional improvisational comedy troupe, ImprovCity, voted 2011 Best Place to Laugh Til You Cry by OC Hot List, where she's been voted Player of the Month.

Despite a lifetime of accomplishments and recognition, Valerie was discontented with and restless in her life. She felt as though something important was missing and decided to work through this painful feeling in order to transform herself. Her path to self-discovery eventually led her to leave the corporate world and launch her own unique business, The Heart of Living Vibrantly™.

Certified Professionally Qualified to teach by the Association to Advance Collegiate Schools of Business (equivalent to a Ph.D), Valerie has taught marketing classes at the Paul Merage School of Business at the University of California, Irvine, and continues to guest lecture there. She is a best-selling co-author with Greg S. Reid of "Everything is Subject to Change," published in 2011 and a co-author and featured transformational teacher in "Amazing Woman: What's Your Story?" by best-selling author Marsh Engle. Her own "Happy to Be ME! Handbook is expected to be released in July.

Valerie once owned and operated her own catering and event planning business called Culinary Expressions. She is a member of the Evolutionary Business Council, Amazing Woman Alliance, Procter & Gamble Alumni of CA, and the Screen Actors Guild (SAG). She also volunteers for SAG BookPals, a national literacy program of the Screen Actors Guild Foundation, through which she reads to and coaches elementary school kids on a weekly basis.

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“My purpose now, is to help others be free from limitations, reconnect to the essence they already are, and step into their full power to create the lives they really want!”

Valerie currently resides in San Clemente, CA. She is a self-proclaimed foodie, exploring and enjoying cuisines from around the world, and she also enjoys the occasional glass of red wine or bubbly champagne. Having been to 27 countries and lived in 10 states, Valerie loves traveling. On her “bucket list” are excursions to Tahiti, The Seychelles Islands, and Viet Nam, as well as race car driving, and learning to play the piano. She enjoys watching and playing all types of sports, such as rugby, soccer and golf, as well as lounging by the beach. She is happiest when sharing quality time with friends and family.

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