



EXCEPTIONAL WOMEN'S COACHING

The Tiara Spotlight

Shining our light on inspiring women around the world.



Valerie Petrusson

Advertising Executive, Beast TV

A mother, wife, friend, and advertising executive who is passionate about living this life to the fullest.

What are you passionate about?

I try to harness the moments and move quickly through the tight spots. I love my family, exercising, reading, seeing friends, and enjoying a fine dining experience.

What is your strongest calling?

I am a natural connector and feel best when I am with people and connect deeply, on both a personal and professional level.

How do you nourish yourself?

I stick to a regular exercise regimen. Even when I'm traveling I adhere to it! I love being in nature and soaking up the healing properties that trees, sun, flowers, mountains, and animals provide. A good massage always helps too!

What are the most important take-aways you've had as a result of participating in Tiara?

Tiara helped me focus and honor my true self, as well as recognize when my shadow or cunning sides are trying to run the show. I believe I am more grounded and aware due to Tiara and the support the program delivers.

What would you like to acknowledge yourself for?

I would like to acknowledge my courage and discipline.

What are you grateful for?

I am grateful for my health and my children. My children teach me something every day.

As a woman leader, what unique strengths help you and your team succeed?

I bring compassion and empathy to work, allowing for "out of the box" management. I do not require my team to sit at a desk to be effective, and I offer flexibility in running their work lives the way that's best for them to succeed and want my team to bring their best selves to work.

What inspires you?

Learning inspires me. I enjoy having "aha" moments that help propel me in new directions and enable me to discover new interests.

What's next? What are you committed to?

I want to own my "self care" regimen, in the way that I own my exercise regimen.