



**Simma Lieberman** is a performance improvement consultant and author. She helps individuals and organizations leverage diversity and inclusion in order to create more profitable and productive cultures. She specializes in diversity and inclusion, diversity dialogues, life/work balance and cross-generational communication.

Simma has had a passion for diversity ever since she began working with a multi-cultural organization in New York City over 30 years ago. She was trained to facilitate dialogues amongst different racial and ethnic groups in order to reduce tension and create effective working relationships.

Simma moved from the Bronx to Eugene, Oregon which was a huge culture shock. In Oregon she helped develop cross-cultural communication processes amongst people from different cultures and countries of origin. Simma also helped create an international multi-cultural theater group that performed for college and community audiences. After several years of living in Oregon, and graduating from Colegio Cesar Chavez, Simma moved to the San Francisco Bay Area and started her own consulting business.

Simma works with corporations, universities, government agencies, and professional associations to create environments where all people can do their best work. Her clients include; Applied Materials, Diageo, Motorola, ABM Industries, GE, City and County of San Francisco, Middle Tennessee State University, Monster, Pacific Gas and Electric, Renaissance Hotels, Pillsbury Bakeries and Foodservices, Saks 5<sup>th</sup> Ave, McDonalds, California State University in Hayward, Wisconsin Restaurant Association, Silicon Graphics, Kaiser Permanente, East Bay Municipal Utilities District, City of Eugene, Oregon, Chevron, and the IRS.

Simma is known for her ability to help people break down assumptions, build dialogues, and create healthy working relationships. She is the co-author of the book "*Putting Diversity to Work, how to successfully lead a diverse workforce,*" along with George Simons and Kate Berardo. Her articles and ideas have been featured in international and national publications including: The Wall Street Journal, NY Times, Investors Business Daily, Managing Diversity Journal, Black MBA, Minority Wealth, Human Resource Executive, Diversity in Hospitality, Restaurant Hospitality Magazine, Multicultural Workforce Advantage, Restaurant News Resource, Redbook, Working Mother, Cosmopolitan UK, Newsday, and Your Cheating Spouse.com

She is on the San Francisco Regional Council of Out and Equal and is the president of the northern California Chapter of the Society for the Advancement of Consulting.

Simma currently lives in Berkeley, CA with her 13 year old son and dog Xion.