



**DAWN ZERBS**  
Principal

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Inspiring what's next.™

**about** Dawn Celeste LLC is a strategy execution firm that helps leaders take organizations to the next level, faster. Dawn has developed The Strategy + Execution Process – The S+EP™ – and used it successfully in a variety of business settings for over twenty years.

**experience** Before launching Dawn Celeste LLC, Dawn served as the Chief Business Development Officer at the law firm Spencer Fane LLP where she was responsible for directing the firm's marketing, business development, knowledge management, and client experience activities.

During her tenure with Spencer Fane, Dawn helped to create and launch a new growth strategy and branding initiative. The ongoing initiative focuses on the firm's core areas of strength, which includes a signature business model and a collegial and collaborative culture. The growth plan set out to double revenue in six years and results were ahead of target as of year three.

In addition to strategy, Dawn co-chaired the launch of the firm's new Charitable Giving Program, which encourages long-standing relationships with partner nonprofit organizations in the communities where Spencer Fane has a presence.

Prior to working at Spencer Fane LLP, Dawn served as Senior Vice President with UMB Financial

Corporation. As SVP, she built the Voice of the Customer program for the Consumer Division. The innovative program led to a 50% increase in sales and a 10 point lift the Net Promoter Score in its inaugural year.

Prior to this, Dawn worked at Seyfarth Shaw LLP law firm where she served as Director of Operations for the newly-formed employment law training program known as Seyfarth Shaw at Work. She then moved on to serve as Director of Planning and Development designing and building the firm's strategic planning and execution function.

**education** Dawn earned her Master of Business Administration from the University of Chicago Booth School of Business with specialized concentrations in strategic management, managerial and organizational behavior, accounting, and entrepreneurship. She obtained her Bachelor of Arts in communication and music from Nebraska Wesleyan University.

#### **lifelong learning**

- ❖ Booth Executive Education in Behavioral Economics – March 2016
- ❖ Law Firm CMO/CBDO Executive Roundtable – 2016
- ❖ Black and Veatch Innovation Summit – February 2017
- ❖ University of Chicago Kansas City Alumni Club Founding Member – 2017

**personal** When not helping clients reach their full potential, Dawn enjoys spending time with her husband and two children. Her passion for the arts is fulfilled through serving on the Board of Directors for the Band of Angels ([www.bandofangelskc.org](http://www.bandofangelskc.org)), a nonprofit organization dedicated to providing musical instruments and education to children in financially insecure situations.