

Maris Goodstein, PCC

Executive Coach



Maris Goodstein works with senior leaders and leadership teams who are ready to build awareness, navigate complexity, and open up what becomes possible when people lead with more honesty and intention. She holds the ICF Professional Certified Coach (PCC) credential and the Advanced Certification in Team Coaching (ACTC). She trained at the Hudson Institute of Coaching, holds a Diploma in Team Coaching with Distinction from Team Coaching Studio, and is an HBDI-certified practitioner.

Before founding her practice, Maris spent nearly two decades in nonprofit executive leadership, including as Executive Director of the New York City region of a national organization. She led the largest regional offices of two national nonprofits, navigating the complex dynamics between local and national priorities, which gives her firsthand understanding of what it takes to lead within large, multi-layered organizations. Her individual coaching is with senior leaders navigating the ongoing complexity of leading well, not only in moments of transition or crisis, but in the day-to-day work of managing relationships and becoming more aware of their own impact. Clients describe her as someone who creates the conditions for honest reflection and meaningful change. Her clients span private equity and venture capital, higher education, professional services, nonprofit and philanthropy, and consumer products, and she coaches senior women leaders across a wide range of industries. Maris is based in San Diego and works with clients nationally and virtually.