

# Dr. Vernon Swartz Appointed Vice President of Madison Coaching Academy

*New Leadership Coaching Academy at Madison Education Group LLC appoints Dr. Veron Swartz as the Vice President*

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[Madison Education Group LLC](#) (MEG) and the Madison School of Professional

Development (MSPD) are pleased to announce the appointment of Dr. Vernon Swartz as Vice President of the

[Madison Coaching Academy](#). This move marks MEG's commitment to lifelong learning opportunities and personal and professional development. Under Dr. Swartz's leadership, the academy aims to empower

future leaders and entrepreneurs through high-quality professional coaching education and certifications.



MEG LLC Logo

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Coaching is a catalyst for growth and transformation, and I'm deeply passionate about helping others harness its potential.”

*Dr. Vernon Swartz*

Dr. Swartz is widely respected as an expert in the coaching community and has been a contributing author to publications on professional coaching. With close to two decades of experience in the professional coaching and mentoring industry, Dr. Swartz brings a wealth of expertise to this new role. Prior to joining Madison Coaching Academy, Swartz held several key leadership roles, including being responsible for expanding and developing operations in

Southern Europe, the UK, and Ireland at a

leading organization known for its exclusive executive coaching, mentoring and peer advisory boards, supporting business leaders in achieving strategic growth. In this role, he partnered with executives and business owners to create strategies that significantly increased business value and market competitiveness.

With a strong focus on helping entrepreneurs and executives achieve sustainable growth, Swartz has also worked extensively across Southern Africa. As a Senior Coach at the continent's leading for-profit business accelerator, he coached hundreds of business leaders from grassroots ventures to small and medium-sized enterprises (SMEs). He played a pivotal role in guiding entrepreneurs to develop self-leadership skills, boost self-awareness, and enhance the profitability and long-term success of their businesses.

Dr. Swartz continues to serve as the Director of Education for one of the oldest professional coaches training organizations in North America and contributes his expertise as a member of the advisory board for a major coach certification body with a presence in over 130 countries.

"Coaching is a catalyst for growth and transformation, and I'm deeply passionate about helping others harness its potential, said Swartz. In this new role, my mission is to equip future coaches with the skills



Dr. Vernon Swartz, VP Madison Coaching Academy



Dr. Robin Westerik, President MEG LLC

and mindset to build impactful coaching practices while driving positive change in the organizations they serve. By applying a strength-based coaching approach grounded in positive psychology, my goal is to help our students reach their full potential both professionally and personally."

Dr. Swartz has earned advanced degrees in Business Administration and Organizational Management from universities in the UK, Europe, and the USA. He is recognized as a Certified Corporate, Executive, and Entrepreneur Coach, holding the Professional Certified Coach (PCC) credential from the International Coaching Federation (ICF). He is also an accredited practitioner in multiple behavioral and personality assessments, including DISC. Committed to lifelong learning, Swartz is currently pursuing both the Master Certified Coach (MCC) designation and the Board-Certified Coach (BCC) credential.

Swartz plans to expand Madison Coaching Academy's offerings by introducing advanced coaching certifications and enhancing opportunities for professional development, including establishing strategic partnerships with carefully selected accredited institutions to enable students to earn both coaching credentials and recognized academic qualifications.

"We are thrilled to have Dr. Swartz join us as Vice President of Madison Coaching Academy," said Dr. Robin Westerik, President of MEG. "His expertise, combined with his deep passion for coaching, entrepreneurship and leadership development, aligns with MEG's vision to further careers, enrich lives, break down educational barriers and learn together."

As part of the academy's mission, graduates will have the opportunity to secure coaching contracts and gain access to essential resources, tools, and software to ensure professional success. Beyond its training programs, the academy will also provide a range of coaching services, including executive coaching for individuals and organizations.

For more information on Madison Coaching Academy and its offerings, please visit <https://meg-spd.com/pages/coaching-certificates>

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