

# STRATEGIC LEADERSHIP & ORGANIZATIONAL WELLNESS EXECUTIVE

**EXPERTISE:** EMOTIONAL FITNESS | NERVOUS SYSTEM REGULATION | HUMAN-INFORMED GROWTH | BILINGUAL MEDIATION SPANISH AND ENGLISH

With 25+ years of experience in school systems and corporations, I bridge the gap between human wellbeing and organizational performance. My approach is rooted in personal transformation, moving beyond philosophy to a human-centered identity where outcomes are created with ease and flow.

## WHY PARTNER WITH ME:

- **PSYCHOLOGY OVER STRATEGY:** I focus on the 80% psychology that moves the needle, ensuring the 20% strategy actually sticks. Success is built on self-discipline and self-alignment.
- **HUMAN-INFORMED LEADERSHIP:** Shifting the narrative from trauma to human-centered capacity. I help leaders move from reaction to response, creating a welcoming culture of home where talent stays.
- **EMOTIONAL FITNESS & RESILIENCE:** Building the internal resourcefulness and nervous system regulation required to hold high-stakes responsibilities and close performance gaps.
- **PROVEN IMPACT:** Driven 40% increases in engagement and top-tier growth through inquiry-based leadership and somatic practices.

## KEY IMPACT AREAS:

- **Capacity Building:** Increasing institutional resilience and executive emotional fitness.
- **Growth Metrics:** Driven 40% increases in engagement and top-tier growth in diverse student subgroups.
- **Culture Transformation:** Creating high-performance environments of psychological safety and belonging.
- **Narrative Alignment:** Strategic storytelling and NLP to drive behavior modification and professional growth.

With 25+ years of experience in school systems and corporations, I bridge the gap between human wellbeing and organizational performance.

I specialize in building leadership capacity and resilience through somatic practices and inquiry-based leadership.

Let's build a culture where your leaders and teams don't just function, they thrive in a state of alignment and high-performance safety.

HOW TO BRING YAMILE "YAYA" MCBRIDE INTO YOUR SPACE?

**SCHEDULE A CONVERSATION VIA EMAIL OR BY PHONE:**

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# YAMILE “YAYA” MCBRIDE

CHIEF STUDENT SERVICES STRATEGIST | EXECUTIVE EDUCATION  
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Willing to Travel

***Strategic Wellness Executive with 25 years expertise in organizational capacity and emotional fitness. Specialized in nervous system regulation and somatic practices to drive leadership resilience and high-performance cultures. Bilingual leader focused on human-informed growth and institutional wellbeing.***

## PROFESSIONAL SUMMARY

Bilingual Education Leader and Organizational Development Strategist with over 25 years of leadership experience advancing student success, family engagement, and equitable access.

I bring a deep mastery of the 80 percent psychology behind human behavior to drive leadership excellence and transformational community results. Expert in designing student centered programs, facilitating professional development, and building cross functional partnerships to drive organizational growth. Dedicated to leading teams through lived action, transformative mentorship, and a proven track record of creating high impact member experiences and operational excellence.

## CORE EXPERTISE

- Community Engagement & Outreach
- Youth & Family Empowerment
- Leadership Development
- Educational Program Design
- Culturally Responsive Programming
- Bilingual Community Initiatives
- Trauma-Informed & Somatic Practices
- Workshop Facilitation
- Bilingual Community Engagement (English/Spanish)
- Cross-Cultural Communication
- Family & Community Partnerships
- Behavior Change & Personal Development
- Public Speaking & Training
- Strategic Partnerships
- Organizational Culture Development

## PROFESSIONAL EXPERIENCE

**Coach, Trainer, Member Experience Team, Kids Club  
Row House, O2 Fitness, YMCA NW (2023 – Present)**

- Leveraged deep community building and authentic connections to achieve one of the highest conversion rates for first-time personal training sessions, consistently turning initial 1st time tours into booked PT Session.
- Leveraged Member Experience role at the front desk to achieve the highest number of personal training session bookings, utilizing deep community building and authentic connections to drive sales.
- Consistently converted front desk interactions into successful personal training appointments, serving as a primary driver for fitness revenue growth.
- Successfully drove personal training sales growth through a lived-action approach, serving as a physical testament to fitness results alongside clients like Casey to inspire others toward their own health truths.
- Currently finalizing National Academy of Sports Medicine (NASM) Personal Training certification to formalize 25 years of leadership and movement experience.

## PROFESSIONAL EXPERIENCE CONTINUED

### Co-Founder & CEO

#### McBride SOMOS Consulting (2017–Present)

- Develops transformational programs that bridge education, wellness, leadership, and community impact.
- Key accomplishments:
- Created culturally responsive frameworks designed to support youth, families, and organizations in developing resilience, identity, and leadership capacity.
- Designs and facilitates workshops, trainings, and community experiences focused on belonging, empowerment, and personal responsibility.
- Builds partnerships with educational institutions, nonprofit organizations, and community leaders to expand access to transformational programming.
- Integrates decades of educational leadership experience with neuroscience-informed coaching and somatic strategies.

### Co-Founder

#### Mana Flow Lifestyle July 2026 - Present

Created a wellness and empowerment platform centered on helping individuals reconnect with their strength, purpose, and daily practices.

Key accomplishments:

- Developed programs integrating movement, mindset, nutrition, self-leadership, and community connection.
- Guides individuals through sustainable behavior change using coaching, accountability, and embodied leadership practices.
- Creates accessible experiences that support confidence, consistency, and personal transformation.

### Education Leader & Administrator

#### Bilingual Educator / School Leadership Roles

#### August 2000 - August 2017, 2024-2025 (ABSS, WSFCS, SCSS)

- Reduced discipline issues in first year of school administration by 27%
- Utilized performance data to teach special needs and ESL subgroups on academic trajectories, consistently achieving the highest year-over-year growth metrics despite initial projections of failure.
- Pioneered arts integration and project-based learning strategies to facilitate pattern recognition and embodied knowledge, significantly improving retention and real-world application for ESL and special needs subgroups facing academic barriers.
- Championed an inclusive environment by utilizing inquiry-based leadership to identify and bridge gaps in student services.
- Directed staff professional development and mentorship programs to enhance service delivery and organizational effectiveness.
- Leveraged data-informed success metrics and performance indicators to drive enrollment and student retention goals.
- Facilitated cross-functional collaboration to ensure equitable access and high-impact educational outcomes.
- Developed and executed a family engagement framework that increased parental involvement by over 40% at a middle school level, fostering inclusive participation and strengthening community partnerships.

**EDUCATION & CERTIFICATIONS**

- Master of Education (M.Ed.)
  - Supervision & Administration
- Bachelor of Science (B.S.)
  - Special Education & Communications
- Master Somatic Coach & Teacher
- NLP Practitioner
- Certified Hypnotherapy Practitioner
- Time Line Therapy® Practitioner
- Fitness & Wellness Coach
- Bilingual Professional: English & Spanish

**COMMUNITY IMPACT**

Committed to fostering an inclusive environment through equitable access and cross-functional collaboration between educational institutions and the community.

**TECHNOLOGY**

- Google Workspace for Education
- Microsoft Office Suite
- Canvas LMS
- PowerSchool
- EVAAS & student performance
- data analysis
- McGraw Hill Digital Learning Platforms
- Learning Management Systems (LMS)
- Educational tech implementation
- & professional development
- Zoom, Google Meet & virtual facilitation
- CapCut & Canva (training materials and digital storytelling)
- YouTube Studio & educational video development
- Social media communication strategies (Facebook, Instagram, YouTube, Snapchat)
- Bilingual presentation, interpretation, and instructional design

**LEADERSHIP PHILOSOPHY**

I help people remember they were never missing anything. People do not need to be fixed. They need environments, tools, and relationships that remind them who they already are.

- Bilingual (English/Spanish): Full proficiency in translation and cultural mediation.
- Executive Communication: Expert in NLP and mindset coaching to drive behavior modification and professional growth.
- Narrative Leadership: Proven ability to build rapport and institutional alignment through strategic storytelling.
- Change Management: Advanced skill in linguistic reframing to align complex institutional language with human-centered understanding.
- Educational Scaling: Extensive experience leading professional development and technology adoption across diverse school systems.
- Organizational Health: Mastery in creating high-performance cultures of psychological safety and belonging.