



Katrina Cravy

Co-Founder of CharismaQ Emmy Award-Winning Journalist

Katrina Cravy is the co-founder of CharismaQ - a sales coaching and communication platform to evaluate, coach, and create charismatic people.

She knows your financial success is driven by your ability to engage and influence the people around you.

Katrina has been obsessed with the art and science of charisma ever since her grandfather taught her how to shake hands - the right way.

She went on to meet and interview thousands of people across the country as an Emmy award-winning TV journalist.

As an investigative reporter, anchor, and talk show host, Katrina has worked for FOX, NBC, and ABC affiliates. Her hidden-camera investigations and negotiating skills helped viewers get back nearly two million dollars.

While her career spanned more than 20 years, it did not take her long to realize most people don't have the confidence to craft and tell a winning story.

She started her own communications advising company in 2016 and works with top level CEOs to improve their executive presence, presentations, and media interviews.

After a client nailed an interview with Steve Kroft of 60 Minutes, he told Katrina he couldn't believe how her coaching had boosted his confidence. Right then, she knew more people needed to experience this feeling.

Now with the business genius of business partner, Terri Herrmann, CharismaQ is bringing this executive level coaching at scale – helping sales teams find their inner charismatic genius.

Companies like Cielo, MGIC, and West Bend Mutual Insurance to name a few are already experiencing the CharismaQ difference.

This California native and University of Southern California alum loves speaking to audiences from around the country, almost as much as she loves her husband, their son, and their two cats.

For more information about booking Katrina to speak or learning more about CharismaQ, email info@charismaq.com or call (262) 415-7811