James Isilay, CEO Cognism - Coaching Reference

600 employees, raised Series D from Balderton & GIC

SaaS Open Keynote featuring James Isilay / Katy Trost

“Katy played a pivotal role in scaling and optimizing our core business operations at Cognism, making a lasting impact on both our strategic execution and cultural evolution. She was instrumental in refining our leadership approach and aligning the organization for effective growth.

Katy’s ability to combine strategic vision with operational execution is rare, and her impact at Cognism was transformational. If you are a founder or CEO looking to scale efficiently while maintaining a strong culture and executional discipline, Katy is the person you want in your corner.“

KEY INITIATIVES KATY LED OR INFLUENCED AT COGNISM:

Cultural & Strategic Alignment: Redefined company values to support growth, ensuring they were embedded in daily operations.

Leadership & Execution: Designed and facilitated high-impact offsites, ensuring strategic alignment across teams.

Mission & Vision: Helped craft a clear and inspiring company mission, vision, and strategic direction.

Operational Focus: Developed company-wide and departmental OKRs to enhance executional clarity.

People & Leadership Development: Streamlined onboarding/offboarding, implemented manager training programs, and provided executive mentorship to the VP of People and Chief of Staff.

Communication & Decision-Making: Advised on company-wide communication strategies, restructured C-suite meetings for better strategic and tactical discussions, and improved meeting agenda hygiene for increased productivity. Helped us to communicate more effectively as a team.

Data-Driven Operations: Drove the operationalization of KPI dashboards, ensuring leadership decisions were backed by real-time data.

Scalable People & Culture Initiatives: Championed programs that improved engagement, leadership development, and overall operational excellence.