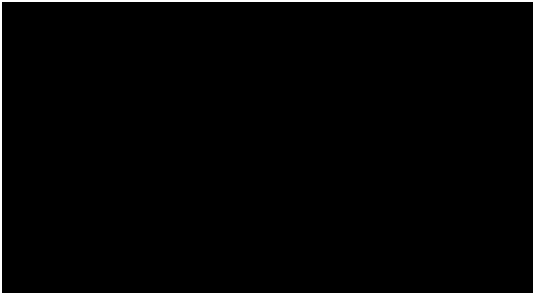


City Council Application

First Name	Miriam
Last Name	Schuman
Phone Number	
Cell Phone Number	
Email Address	
Street Address	
Place of Employment	Congruence Learning
Position	CEO
Length of residence in Cleveland Heights	Lifetime resident, with interruption, recently returned.
Are you a registered Cleveland Heights voter?	Yes
What do you think would be your role as a member of City Council? What are your priorities for our community and are there areas in which you believe the City needs improvement? How would your service on City Council help achieve those goals and improve the City?	As a lifelong Cleveland Heights resident returning after years living elsewhere—including both U.S. coasts and two developing countries—I bring deep personal roots and a broad perspective on civic leadership. My role on City Council would be to serve as a legislative representative for residents, ensuring that policies and legislation reflect community needs, values, and long-term sustainability, while bringing my professional qualifications and skills to support the Mayor in cultivating a healthy, competent, and accountable City government. I bring extensive expertise in commercial real estate, including serving as the exclusive leasing agent for Severance Town Center, along with leadership development experience and a master's degree in business and organizational development. I have spent my career designing initiatives that are sustainable, measurable, and

accountable—skills I would apply to legislative oversight, economic development, and resident-centered policy-making.

My priorities focus on responsible commercial and residential development, thoughtful mixed-use opportunities at Severance Town Center, recreation and community amenities, neighborhood cohesion, and youth engagement. I would advocate for development policies that attract future earners and taxpayers while honoring community character and sustainability. Recreation spaces, like the Cleveland Heights Pavilion, are vital for promoting healthy lifestyles, neighborhood connection, and quality of life—key factors in attracting and retaining residents. Combined with my nonprofit and civic leadership—founding a CMSD-focused nonprofit now celebrating 20 years, leading community revitalization projects, and supporting local youth programs—I bring the experience and...

... perspective to advance policies that strengthen neighborhoods, engage residents, and ensure Cleveland Heights remains vibrant, equitable, and connected.

What special qualities, abilities, skills, insights or perspectives do you possess which would be of value in serving on Cleveland Heights City Council? What working knowledge of City Council meetings do you currently have?

I bring a combination of professional expertise, civic leadership, and strategic insight that would complement and strengthen the current City Council. My experience in commercial real estate, including serving as the exclusive leasing agent for Severance Town Center, equips me to approach development policies with a balance of market awareness, community character, and accountability, ensuring projects attract future earners and taxpayers while preserving the City's identity. Coupled with my leadership experience in organizational development and a master's

degree in business, I bring the skills to translate broad policy goals into actionable, measurable, and sustainable outcomes, while fostering consensus and collaboration among Council members, as well as across the aisle with the executive branch, the new Mayor, and his staff.

In addition, my decades of civic engagement and nonprofit leadership provide a resident-centered perspective that strengthens legislative decision-making. I founded a nonprofit serving underserved youth, recently celebrating its 20-year anniversary, led neighborhood revitalization projects, and helped reestablish the Cleveland Heights Pavilion as a community hub for recreation, youth, and families. Growing up in Cleveland Heights and returning after time living elsewhere gives me personal insight into the community and its priorities. These experiences equip me to advocate for policies that enhance quality of life, support neighborhoods, and promote healthy lifestyles. By bringing strategic vision, professional expertise, and a collaborative, consensus-driven approach, I would complement the Council's existing strengths and help advance policies that encourage thoughtful development, strengthen neighborhoods,...

... and ensure Cleveland Heights remains vibrant, equitable, and sustainable for generations to come.

What educational training (formal or informal), employment and other life experiences have helped you develop the qualities, abilities, etc., described above?

My educational, professional, and life experiences have all contributed to the skills, insights, and collaborative approach I would bring to Cleveland Heights City Council. I hold a master's degree in business and organizational development from Case Western Reserve

University, and an undergraduate degree in business administration and accounting from Ursuline College, providing a foundation in strategic thinking, financial oversight, and organizational leadership. Beyond formal education, I have served in several executive leadership roles, where I developed visionary capacity, strategic planning skills, and the ability to guide complex initiatives to sustainable outcomes. I have also engaged in extensive professional development in leadership coaching, team building, and organizational capacity, equipping me to foster collaboration, accountability, and long-term planning in complex environments.

Professionally, I spent 15 years as a commercial real estate broker in Cleveland, including serving as the exclusive leasing agent for Severance Town Center, giving me practical expertise in property development, mixed-use planning, and navigating the intersection of public policy, private investment, and community needs. My civic and nonprofit leadership has further strengthened my ability to work collaboratively and represent diverse perspectives: I have served in leadership roles with the Council of Christians and Jews (now the National Council for Community & Justice), supported youth mentoring through Big Brothers Big Sisters, and led initiatives that foster inclusion, equity, and resident engagement. Living in multiple U.S. regions and internationally has given me a broad perspective on urban development, civic participation, and...

... sustainable community growth. Together, these experiences have shaped my ability to build consensus, collaborate effectively across

diverse stakeholders, and bring visionary, resident-centered solutions to City Council.

Please list your recent community, professional or charitable involvements. List the most recent first.

*Cleveland Heights Pavilion – Figure Skating Coach and Community Advocate: Supporting figure skaters, hockey players and coaches, helping re-establish the rink as a welcoming community and world-class Olympic size rink, reinvigorating and enhancing its attraction to high-performing skaters of all genres, e.g., figure skating, hockey and speed skating.

*Political Campaigns and Get Out The Vote (GOTV) Efforts – Volunteer and Canvasser: Supporting voter engagement through participation in multiple political campaigns and GOTV initiatives, including bipartisan canvassing to encourage voter turnout, civic participation, and informed democratic engagement.

*Leadership Development Program, Technology Company, Westlake, OH: Established and led a program providing long-term coaching and organizational guidance for developing and experienced Project and Program leaders, as well as executive (C-Suite), leaders, utilizing professional assessments—including 360 evaluations—and ongoing surveys to ensure program success and continuous improvement.

*Nonprofit Founder – Youth Development Organization for CMSD Students: Founded and led a nonprofit serving underserved youth; recently celebrated its 20th anniversary.

*Mount Pleasant Now Development Corporation – Fellow / Community Program Facilitator: Created workshops for entrepreneurs and led neighborhood revitalization initiatives, building

community engagement and sustainable local development programs.

*Big Brothers Big Sisters – Mentor and Volunteer: Providing guidance and support to youth, fostering...

... positive role modeling and community involvement.

*Council of Christians and Jews / National Council for Community & Justice – Leadership Roles: Serving in executive and advisory capacities to promote equity, inclusion, and cross-community collaboration.

*Commercial Real Estate – Leasing and Development Professional: Managed leasing and development projects, including serving as the exclusive leasing agent for Severance Town Center, integrating community-focused planning with commercial strategy.

Do you have other responsibilities which would prevent you from participating in City Council and Council Committee work during certain hours or on certain days? Please note, having a full time job will not disqualify any applicant, and Council works hard to accommodate all members schedules when scheduling meetings.

No, I own and serve as CEO of my business and create my own schedule.

State any additional information you would like to have considered.

I have found that collaborating and partnering with others—particularly with other municipalities—for best practices and mutual support makes any project not only more efficient, but significantly more successful. This philosophy guides how I operate my business. It is central to my work ethic and has been one of the primary drivers of my success throughout my career.

My hope is that through collaborative legislative work with fellow Council members, the Mayor, City of Cleveland Heights staff, and peer municipalities, we can develop thoughtful, well-informed legislation grounded in best practices. By leveraging shared knowledge and proven models, we can advance policies that are cost-effective, operationally efficient, and responsive to community needs—strengthening city governance and making Cleveland Heights even more attractive to new homeowners and taxpayers.

Please upload your CV or Resume (5 MB Limit)

Do you agree to electronically sign this form?	Yes
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Signature	Miriam Schuman
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Miriam Schuman

SUMMARY

Executive Leadership Coach, organizational development practitioner, and former strategy consultant with 25+ years of cross-sector experience advancing human-centered leadership, organizational learning, and culture transformation. Over the past decade, I have coached senior executives across industries, focusing on relational capacity, emotional intelligence, and purpose-driven leadership. Earlier career experience includes ten years in business strategy consulting and serving as the Founding Executive Director of a youth leadership nonprofit that recently celebrated its 20-year anniversary.

My work centers on helping leaders and organizations return to their essence—rebuilding alignment, strengthening culture, and cultivating the relational foundations required for thriving, resilient, high-performing teams. I bring deep experience in executive coaching, leadership identity development, organizational assessment, program design, and Positive Organizational Scholarship-inspired practices, integrating evidence-based approaches with lived experience raising a child with special needs and navigating leadership in complex systems.

CORE COMPETENCIES

- Executive & Leadership Coaching (Director–C-suite)
 - Relational & Compassion-Based Leadership Development
 - Organizational Culture & Change
 - Learning & Development Strategy
 - Leadership Identity & Professional Growth
 - Organizational Assessment & Evaluation
 - Positive Organizational Scholarship Practices
 - Team Alignment & Communication
 - Cross-Functional Collaboration
 - Strategic Planning & Facilitation
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PROFESSIONAL EXPERIENCE

Consultant, Leadership Development | Executive Coach

Congruence Learning — April 2023–Present

- Coach senior executives to strengthen emotional intelligence, identity-awareness, and strategic decision-making, resulting in improved team alignment and leadership effectiveness.
- Design and implement personalized development strategies that enhance engagement, internal mobility, and retention.
- Conduct organizational and program evaluations for foundations and corporate clients, generating data-driven insights that increase long-term talent and leadership impact.
- Integrate narrative-based, trauma-informed, and relational leadership frameworks to help leaders navigate transitions, cultural drift, and organizational complexity.

Senior Executive Leadership Coach

Hyland Software — Apr 2022–Apr 2023

- Designed and launched scalable global leadership development programs used by 300+ leaders across 16 countries, increasing program engagement by 40%.
- Strengthened retention and leadership readiness by shifting development strategy from KPI-driven metrics to values-based leadership.
- Embedded coaching practices into organizational systems, contributing to a 30% increase in leader development participation.
- Achieved a 99% NPS from coaching participants; 100% reported improved clarity in leadership approach.
- Conducted assessments (360s, team diagnostics, culture data) to create targeted coaching plans aligned with business needs.

Consultant, Leadership Development | Executive Coach

Congruence Learning — Jan 2016–Apr 2022

- Coached senior and emerging leaders across sectors; 90% of long-term clients secured promotions, raises, or meaningful role transitions.
- Led multi-month coaching engagements that reduced burnout by 60%+ (self-reported) while improving confidence, strategic focus, and clarity.
- Supported C-suite transitions and onboarding, accelerating integration and team trust building.
- Maintained 100% retention rate across multi-year coaching partnerships.

Career Break / Professional Development — Aug 2013–Jan 2016

- Full-time parenting and leadership development study while raising a child with special needs, applying relational leadership practices at home.
- Completed multiple advanced coaching certifications and deepened expertise in emotional intelligence, generative coaching, and identity-centered leadership.

Independent Project Manager / Consultant — Aug 2011–Aug 2013

- Led cross-functional projects from planning to implementation, managing scope, budget, risk, and stakeholder communication.
 - Built operational systems that streamlined decision-making and improved team coordination.
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ADDITIONAL EXPERIENCE

Co-Owner & Director of Finance, Strategy, and Marketing

CityWheels Carsharing, Cleveland, OH

- Led business strategy, operations, and market development for an early transportation start-up.
- Secured angel investment and built a regional alliance with ZipCar.
- Coached staff to strengthen service delivery and operational performance.

Founding Executive Director

America SCORES Cleveland, OH

- Founded and led a youth development leadership program that recently celebrated its 20th anniversary.
- Managed four program managers and 30+ coaches across nine schools.
- Secured \ \$350K+ in grants to scale literacy and leadership programming for 400+ students annually.
- Built an enduring organizational culture grounded in empowerment, collaboration, and positive youth development.

Consultant – Site Strategy & Negotiation

National & Global Retail Brands

- Represented The Gap, Baskin-Robbins, Burger King, and others in market expansion and site negotiation.
 - Recognized for strategic insight, stakeholder alignment, and data-driven decision-making.
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EDUCATION

MBA, Organizational Development

Weatherhead School of Management, Case Western Reserve University

CERTIFICATIONS

- Certified Generative Coach, IAGC (ICF PCC-aligned)

- Certified Satir Systems Mapping (Agile) — UNC Chapel Hill (ICF PCC-aligned)
 - Certified Hero's Journey Coaching (Narrative & Identity Development)
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TOOLS & TECHNICAL SKILLS

- AI Coaching & L&D Integration Tools
 - Articulate 360, Cornerstone, Multiple LMS Platforms
 - PowerBI & Data Visualization Tools
 - Organizational Diagnostics & Assessment Instruments
-

RESEARCH & ACADEMIC INTERESTS (Optional Section for PhD Alignment)

- Positive Organizational Scholarship (Compassion, High-Quality Connections, Virtuous Organizations)
- Relational Leadership & Women's Leadership Identity
- Organizational Drift, Renewal, and Alignment to Purpose
- Emotion, Narrative, and Meaning in Leadership
- Trauma-Informed and Compassion-Based Leadership Practices