



Marianita Paddock Snodgrass

Biography

Marianita is founder and owner of ***Positively Your Coach!***, a coaching practice devoted to strengths-based leadership coaching for individuals and organizations.

As a Gallup-certified Strengths coach, Marianita utilizes the Clifton Strengths® assessment to guide clients through the understanding of their talents to develop and direct them towards their personal, team or leadership goals. Clients gain clarity, knowledge, and perspective on themselves, their team and their personal management style from which greater team engagement and productivity is achieved.

Prior to coaching, Marianita had a career in fundraising, business development and marketing. She successfully led capital and endowment and annual giving campaigns, special events and managed volunteer teams with Girls Scouts of San Jacinto Council and Saint Agnes Academy. Jointly, she raised more than 14 million dollars for these organizations. Prior experience at the Greater Houston Convention & Visitors Bureau featured business development, marketing, public relations, media relations, and advertising for the George R. Brown Convention Center. Her professional experience also includes public speaking, freelance writing, and radio reporting.

She holds a Bachelor of Arts degree in Journalism from Texas A&M University with minors in Marketing and Spanish, and earned an EmPower Coaching Tools Fundamentals certificate from the University of Houston.

Marianita serves on the Emeritus Advisory Council at Saint Agnes Academy and served on its Alumnae Board and School Board where she was Advancement Committee Chair and Annual Fund Chair. She is an interviewer and facilitator for the Called & Gifted Workshop with the Catherine of Siena Institute. Marianita serves as Vice President of Membership & Events for The Emerald Circle, an organization within the Girl Scouts of San Jacinto Council that provides higher education scholarships to Gold Award recipients. She also co-leads a Cadette Girl Scout troop. Marianita is a member of the International Coach Federation (ICF), ICF Houston, and Association of Fundraising Professionals (AFP) Greater Houston Chapter.

A native Houstonian, Marianita enjoys dancing, water aerobics and traveling with her husband, Lee.

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