



pLink Leadership®

ACCELERATING POSITIVE CHANGE. IN A BIG WAY.



Erica Mohr

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NEVER DOUBT THAT  
A SMALL GROUP  
OF THOUGHTFUL,  
COMMITTED  
CITIZENS CAN  
CHANGE THE WORLD;  
INDEED, IT'S THE  
ONLY THING THAT  
EVER HAS.

*Margaret Mead*

Obsessed with impact, Erica Mohr is a high achiever and fiercely loyal client champion. Using curiosity, kindness, and collaboration, Erica supports her clients to shift outdated leadership paradigms to new beliefs that maximize business outcomes and personal well-being.

As a Coast Guard commander with over 20 years of leadership experience, Erica designed, deployed, and evaluated the service's leadership development curricula—a large task for a 45,000-person military organization which must grow their executive talent from those recruited as 18-year-olds. While in the service, she co-founded the Coast Guard's Women's Leadership Initiative, a national nonprofit centered on increasing the retention of women in the Coast Guard.

Following her time in the Coast Guard, Erica served as the Executive Director of the Sasamani Foundation, an international organization dedicated to fighting poverty through women's empowerment in East Africa. Erica continues to serve as the Board Chair and as a volunteer training Tanzanian Coaches to support the next generation of East African women leaders.

Today at pLink Leadership®, Erica's clients discover how to act in alignment with their values, take risks, and show up with professional courage. Erica emphasizes the importance of clarity and purpose, encouraging leaders to narrow down their highest and best use to clarify what they will focus on and what they will let go of or delegate. Her direct communication and tailored support empower individual agency, and her coaching style focuses on mobilizing the highest-impact, lowest-hassle path toward change.

Erica earned her Professional Certified Coach designation from the International Coaching Federation. She holds two master's degrees, one in Applied Positive Psychology from the University of Pennsylvania and one in Education from San Diego State, and a bachelor's degree in Management from the U.S. Coast Guard Academy. Erica is a Certified Dare to Lead™ Facilitator and holds certifications in the Leadership Circle Profile™ 360 assessment tool, the iPEC Energy Leadership Assessment, the Leadership Challenge, and the DISC behavioral assessment.

Her impacts have been recognized by the Connecticut Women's Hall of Fame, the Southeastern Connecticut Chamber of Commerce, the Coast Guard Academy Alumni Association, the Coast Guard Innovation Council, and the International Society for Performance Improvement.

Erica is currently based in Washington D.C. When she's not working, she is happiest during living room dance parties, experiencing awe through nature, paddling with her husband Pete, celebrating others' triumphs, adding to her human pyramid photo collection, and in shavasana.