



# BECKY KOWALL

TRUSTED ADVISOR TO CEOS, HR, AND LEADERSHIP TEAMS IN  
HIGH-STAKES GROWTH | FOUNDER, 22 NORTH HR



## ABOUT BECKY KOWALL

I work in the space no one talks about, the messy, high-stakes moments where CEOs feel the weight of the world, HR leaders question their worth, and leadership teams quietly begin to fracture.

I've spent 20+ years in the trenches of HR and executive leadership: guiding companies through rapid growth, crisis, cultural breakdowns, and complex founder transitions. But the work I'm most proud of happens behind closed doors: helping leaders feel seen, steady, and supported when everything is on the line.

I serve as a trusted bridge between HR, CEOs, and CFOs—especially when relationships are misaligned, roles are unclear, or trust is broken. Whether it's an emerging HR leader navigating imposter syndrome or a burned-out founder carrying invisible emotional weight, I bring calm, clarity, and strategic counsel rooted in empathy and truth.

After years of leading global HR operations and guiding companies through full-cycle acquisitions and PE deals, I found myself at a personal crossroads. As our company was absorbed into a much larger organization, I wrestled with the quiet,

creeping reality that my position might no longer exist. At the same time, I was navigating deep personal loss, health challenges, and the unsettling question of whether I still had a place in the rooms I once led with confidence. That season shaped me in ways I didn't expect—and it uncovered a deeper calling I couldn't ignore.

I launched 22 North HR to walk alongside leaders through both operational complexity and emotional truth. Today, I help purpose-driven companies, C-Suite and leadership teams navigate growth, align culture, and lead with clarity and conviction.

I help purpose-driven companies and executive teams align leadership when CEO/CFO/HR dynamics are strained, equip rising HR leaders to step into strategic influence, build values-rooted cultures that scale with integrity, navigate emotionally charged transitions—exits, layoffs, restructures, and restore trust across leadership teams and rehumanize decision-making.

I bring faith, wisdom, and a people-centered approach to building healthier leadership ecosystems.



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## FOCUS AREAS

- ✓ **Executive & Leadership Coaching** for Founders, CEOs, and HR Professionals (especially those rising into new leadership roles)
- ✓ **Strategic HR Advisory** for VC/PE-firms backed and mission-driven companies
- ✓ **Relational Bridge Building** between HR, CEOs, CFOs, and Executive Leadership
- ✓ **High Stake Leadership Navigation:** layoffs, restructures, broken trust, and founder fatigue
- ✓ **Speaking & Thought Leadership** on Leadership Integrity, Organizational Healing, and Resilient Culture

## AUDIENCE



Strategic HR  
Leadership



Mergers &  
Acquisitions (M&A)  
Integration



Leadership Coaching,  
Development, and  
Alignment



People  
Operations



Organizational  
Transformation



*Becky's tenacity and grit to succeed are demonstrated in all she does - she is strategic, people-focused, and a true authentic leader."*

*Andrew Skarupa, CFO, BS&A Software*



*Becky combines empathetic listening, sharp analytical skills, and innovative thinking to tackle challenges while uncovering opportunities for growth and progress."*

*Dr. Adam Cibulka, VP of Client Success, ECRA Group*