



# Katrina Cobb

BUSINESS ARCHITECT | COACH | SPEAKER | TRAVELER

## About Katrina

Katrina Cobb helps online service providers and visionary coaches create freedom and balance in their business through systems, strategy, & structure.

With a masters degree in architecture and sustainable design, Katrina has been applying her 'architect brain' to the problem of building and scaling small businesses for more than 12 years, working behind the scenes in everything from brick and mortar businesses to thriving online empires and nonprofits.

She applied her design philosophy to her own lifestyle, becoming a digital nomad and building a location independent business to enjoy experiencing the world while paying off debt. She's currently living in Mexico and enjoys painting and urban hiking her free time.

## Bio Breif

Katrina Cobb is a business operations consultant and coach who helps online service providers and visionary coaches create freedom and balance in their business through systems, strategy, & structure, while enjoying a life abroad in Latin America.

Headshots/photo media [available here](#)

## Socials



# Speaking Topics

Creating a life (and business) that you love- by design

Scaling smarter by leveraging systems and team

The art of delegating with the ORB Method

Growing a location-independent business

How to use your own business data to make better strategic decisions

7 areas of business to systemize for a sustainable and thriving business



## Testimonials

-Hilary Johnson, Hatch Tribe Founder

Let me say, I absolutely loved Katrina Cobb's masterclass! She's a brilliant mind who knows how to ask all the RIGHT questions to help you dig deep into who you serve and what you do.

-Amanda Guerassio, workshop attendee

Katrina is no-nonsense and breaks down business issues in easy-to-understand ways. She also gives you ACTIONABLE guidance, which is such a welcome change from 'coaches' who just give you vague fluff.

## Media Links

[The Essential Growth Edge to Scale to Six and Seven Figures](#) with Kim Argetsinger

[The EXACT Systems You Need for Balance](#) on the Limitless Mother podcast

[Upgrading Your Systems to Support Your Zone of Genius](#) with Shauna VanBogart of High Mynds

[Temporary Tuscany](#) on The Cultural Chameleon podcast with Rod Desch

