

Influential Women Profiles: Dezerae Fish: A Force in Business Consulting and Leadership Development

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-- Empowering Organizations Through
Strategic Solutions and Authentic
Leadership

Mason City, Iowa – Dezerae Fish, a dedicated business consultant, technical writer, and leadership development professional, is on a mission to transform organizations by identifying challenges and implementing sustainable solutions. As the Owner and Operator of Phoenix Rise Enterprise LLC, Dezerae collaborates with businesses to uncover operational inefficiencies, enhance communication, and build robust leadership practices. With an analytical mindset and a talent for distilling complex information into clear, actionable insights, she empowers teams to reach their highest potential.



Dezerae's career encompasses a variety of roles in consulting, training, and performance analysis, consistently delivering measurable improvements in efficiency, compliance, and employee engagement. Her previous position as a Field Consultant and Training Performance Analyst at Cabin Coffee Company saw her traveling across multiple states, assessing operations, developing and refining training programs, and mentoring leaders. This diverse experience, which also includes contributions to accounting services and policy development, has equipped her with a unique perspective across industries.

A proud graduate of North Iowa Area Community College with a Degree in Business Management, Dezerae combines academic knowledge with practical expertise. She attributes her success to the unwavering encouragement of her husband and daughter, who inspire her to

pursue challenges with confidence and resilience. Their support reminds her to lead with compassion and maintain a balance between her personal and professional life. Dezerae strives to exemplify these values in her work, demonstrating that perseverance, hard work, and integrity lead to lasting success.

“The best career advice I’ve ever received wasn’t necessarily spoken in words, but shown through the actions of my support system,” Dezerae shares. “Having people who consistently stood by my side, believed in me, and reminded me of my worth gave me the confidence to keep moving forward. Their patience and support showed me that success isn’t just achieved alone, but with those who support you along the way.”

Dezerae’s message to young women entering the business consulting industry is clear: “Stay true to who you are. It can be easy to feel pressured to change or fit a certain mold, but your authenticity is your greatest strength. When you lead with confidence in your values and abilities, you’ll not only find success but also inspire others to do the same. Keep trying, even when it gets difficult. Don’t give up.”

Despite her accomplishments, Dezerae recognizes the challenges within her niche field. “Right now, there isn’t a clearly defined space for what I do,” she explains. “It feels like I’m in the midst of creating a new one.” With few others working in this emerging area, traditional advice and mentorship can be limited—but Dezerae sees this as a chance to shape a path that others will one day follow.

Honesty, integrity, and authenticity are the values Dezerae holds most dear, both in her work and personal life. She believes trust is earned through transparency and consistency, and she approaches every interaction with genuine intent. Whether leading a team, supporting clients, or caring for her family, Dezerae holds herself to a standard of doing what is right—even when it isn’t the easiest path.

With her unique blend of strategic problem-solving, technical writing, and people-focused leadership, Dezerae Fish is making a meaningful impact on the organizations and communities she serves. Her commitment to fostering authentic leadership and effective communication equips businesses to not only overcome challenges but thrive in an ever-evolving landscape.

Learn More about Dezerae Fish:

Through her Influential Women profile, <https://influentialwomen.com/connect/dezerae-fish>

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