

# AREL | ADVISORS

## Capability Statement

240-471-0348

hello@areladvisors.com

areladvisors.com



### About Arel Advisors

Arel Advisors is dedicated to helping individuals and organizations thrive by providing tailored coaching and consulting solutions. With our expertise in personal and executive coaching, strategic human resources, administrative support, and meeting facilitation, we offer practical strategies that enhance productivity, streamline operations, and support professional growth. Our goal is to be a reliable partner in your success, delivering customized support that meets your unique needs.

#### Why Arel Advisors

##### **Leadership-Driven Insight**

Arel Advisors is founded and led by seasoned executives bringing over 40 years of combined C-suite and People Operations experience. We understand leadership challenges from the inside out, and design solutions that actually work in the real world.

##### **A True 360° Approach**

We don't treat leadership, people, and operations as separate functions. Our integrated model connects leadership development with HR strategy and operational infrastructure, creating one cohesive ecosystem that drives alignment, performance, and sustainable growth.

##### **Execution That Delivers Results**

Strategy without execution falls flat. We go beyond recommendations by working alongside your team to implement systems, frameworks, and solutions that create immediate momentum and long-term impact.

#### Our Core Pillars

##### **Strategic Human Resources**

- End-to-end Recruitment & Onboarding
- Compliance Audits & Policy Development
- Performance Management Systems

##### **Operational Excellence**

- Business Process Improvement (SOPs)
- Executive Administrative Coordination
- Financial Control & Vendor Management

##### **Leadership Coaching & Facilitation**

- 1-on-1 Executive & Life Coaching
- Neutral Board & Executive Facilitation
- Action-Oriented Meeting Management

#### The Arel Impact: By The Numbers

**\$100M+** in collective budgetary and revenue oversight.

**18%** Increase in employee retention for past partners.

**40%** Reduction in administrative processing time.

**1,500+** Staff managed across national operations.

### Our Leadership Team

#### **Courtney Lee, MBA**

CEO - A results-driven executive leader with a proven track record of optimizing multi-million-dollar workflows, building high-performing teams, and delivering organizational excellence across a diverse range of sectors including nonprofit, political, corporate, and public service.

#### **Darnell Lee**

Co-Founder - An award-winning People and Operations leader whose life's work is rooted in a simple but powerful belief — that when people are truly seen, supported, and developed, everything else follows. Specializing in Human Resources, HRIS optimization, organizational strategy, and scalable human capital infrastructure, he brings both the technical expertise and the genuine human connection that transforms workplaces from the inside out. A dedicated mentor and training and development champion, Darnell has spent his career not just building systems, but building people.