

Areas of Expertise



Culture Shaping Strategy
(articulation and full integration)

Creative Collaboration (drive brand differentiation through innovation)

Training Design & Delivery
(full repertoire of leadership and team development curriculum)

Employee Engagement

Industries

E-commerce, Digital Interactive, Broadcasting, Customer Service, Supply Chain, Manufacturing, Pharma, Professional Service Contracting, Software Development, B to B Consulting Services, Retail

Positions Held

Managing Director, Nimble Leader

CEO/Founder, Culturology, LLC

Lead Strategist | Change Agent, Culture and Brand Development, QVC

Director of Culture, Vynamic Healthcare Consulting, Philadelphia

Director of Sales and Marketing, PRISM/SportsChannel Philadelphia

Certifications | Education

Purpose Driven Leader Certified Coach, Imperative.com

High-Performing Culture, Certified Consultant

Senn-Delaney Leadership Master Coach and Facilitator

Myers-Briggs Type Indicator Instructor

Susquehanna University, BA in Communications

Publications| Awards

QVC's Competitive Edge Through Culture
White Paper

QVC Total Focus Award
Influencer of the Year

Speaking Engagements

- Pratt & Whitney Innovation Conference
- SAP HR Strategy Conference
- NASA Conference
- National Forest Service Leadership Conference
- PICPA Annual Conference

Personal Brand | Experiences and Successes

1 of 2

Culture Strategist | Innovation Catalyst

Core value: I shape healthy high-performance culture to gain competitive advantage and attract top-talent.

Situation

- **Fortune 1000 Company | Leadership Change**
New Executive Leaders needed to ensure their culture was adaptive and resilient; driving competitive advantage; achieving 'sustainable' high-growth.

Action | Results

- Identified | Articulated | Integrated - Led process to center organization's brand and culture on set of core-values, attributes – leading to faster, collaborative decision-making. Organization achieved 95% index rating on employee engagement; became talent magnet within its industry; produced double-digit EBITDA growth for 10 consecutive years.

Situation

- **Rapid Growth Start-Up**
Needed to identify, articulate, and integrate culture as a core differentiator; attracting and retaining top-talent in a highly competitive market and industry.

Action | Results

- Conducted identity audit to surface culture themes. Articulated comprehensive communication plan enabling culture change. Fully integrated new culture into hiring practices and employee touchpoints both internally and with clients. Elevated quality and value of customer delivery. Designated – Best Place to Work in Philadelphia; won Small Consulting Firm of the Year Award - *Fast Company*.

Situation

- **Midsized Manufacturing Company**
Faced huge loss of market share with expiring patents. Needed to innovate new products and markets or potentially go under. **Existing culture did not have capacity to innovate.**

Action | Results

- Identified creative and innovation competencies to train at all levels. Added innovation as company's high-priority value. Instituted collaboration practices to drive incremental and transformative innovation. Aligned brand to innovation focus; changed company name. Company pursued completely new market; serving highest industry concern - Safety. Change in overall company positioning opened multiple high-margin opportunities to serve both existing and new customers.

Strategic Advantage Through High-Performance CULTURE

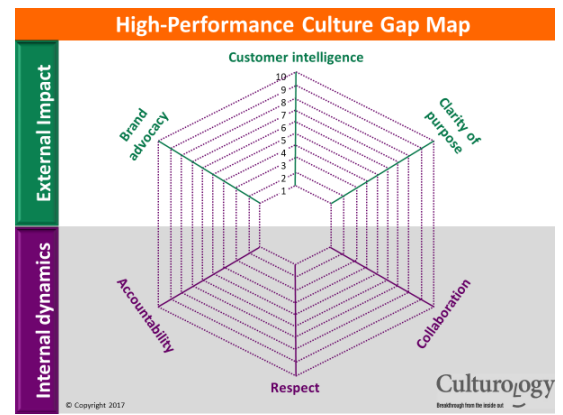
The **Culturology** 3-Phase Methodology

1
Identify

High-Performance Culture Gap Analysis

	Accountability	
Victim attitude. Blame game. Pessimistic and powerless. Mistakes are punished.	0 1 2 3 4 5 6 7 8 9 10	An ownership attitude. Proactive problem solving. Drive for results – clarity of goals. Mistakes – leveraged for learning.
Leaders antagonize via micromanagement. Discouraged and unsupported. No feedback for improvement.	0 1 2 3 4 5 6 7 8 9 10	Leaders act as trusted advocates. Autonomy is a catalyst for results. Input encouraged and supported. Coaching rich environment.
Change is perceived as threat. Meetings are unproductive. CVA/politics stifle new ideas. Stuck with no creative process.	0 1 2 3 4 5 6 7 8 9 10	Innovation is highly valued. Meetings are highly effective. Collective results trump politics. Creative competence and agility.
No consideration given to the strategic differentiation of your brand. Undisciplined approach to execute upon the brand promise.	0 1 2 3 4 5 6 7 8 9 10	Deep understanding of your brand differentiation and why it matters. High awareness of their role in executing upon your brand promise.
Lack of customer empathy. No knowledge of customer needs, motivations, and demographics. No ownership of outcomes.	0 1 2 3 4 5 6 7 8 9 10	High customer focus and empathy. Deep knowledge of customer needs, motivations, and demographics. Accountability to satisfy and delight.
No communication on business strategy. Intentions and expectations are not evident or obvious. The future is perceived as daunting and out of control.	0 1 2 3 4 5 6 7 8 9 10	Deep understanding on the strategic success factors of the business. Intentions and expectations are extremely clear and evident. The future is perceived as compelling.

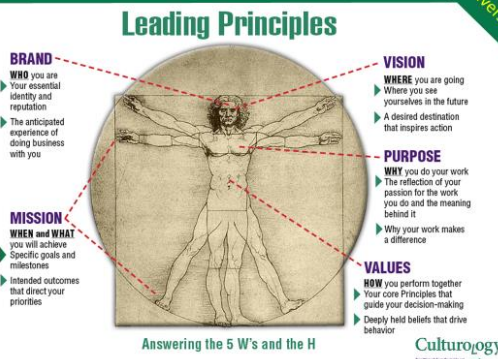
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Identify the status of key culture competencies

2
Articulate

We build strategic alignment

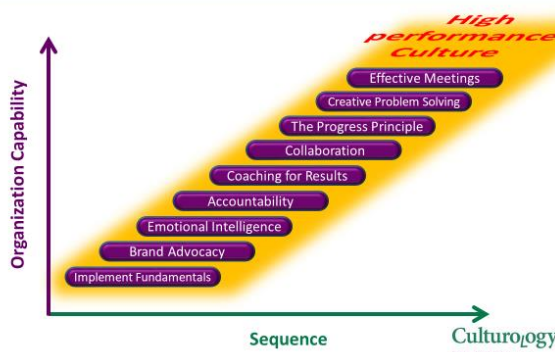


Create alignment to clarify priorities and drive engagement

Articulate a cohesive message to clarify direction

3
Integrate

We build the capacity for success



Execute a customized training and innovation plan based on your unique culture touch-points

Integrate culture expectations, grow performance capacity, and establish guide-posts for decision-making at all levels