

## Biographical Sketch

### Jeff Freedman, MSOD

Jeff Freedman is an organizational effectiveness consultant at Apex Performance Strategies. He is a highly-experienced senior practitioner who brings his clients expertise in executive coaching, talent and succession planning, executive team consulting, strategy development and execution, business assessment, change management, and team effectiveness. He assists leader refine, develop, and draw upon their strengths in order to drive business results, enhance their leadership effectiveness, and position themselves for future assignments and opportunities.

Jeff has been a business-focused Organizational Development professional for over 10 years in small, mid-size, and Fortune 500 companies. In addition he has over 12 years experience in sales, marketing, and business development, and 4 years in R&D engineering. He is relentless in his commitment to one thing: you and your organization's success. Jeff is effective at partnering with clients to quickly frame key issues and help make the abstract more understandable and actionable.

In his most recent corporate experience, he was Vice President of Leadership and Organization Development for Bank of America. In that capacity, he delivered comprehensive OD and LD consulting services to the executive team for a \$1 Billion national Operations business unit with 16,000 associates in 29 states and 65 sites. He managed the talent planning and succession planning processes, designed and delivered leadership development strategies, and provided executive coaching to help business leaders mitigate risk, drive associate satisfaction, and achieve annual business goals and financials.

His coaching experience ranges from Manager and Director level to Senior Vice President level of Fortune 50 companies. Some of his representative coaching experiences include: SVP, Transactions Services, Bank of America; CIO, Bank of America; CIO, Walt Disney World, Director, Application Development, Walt Disney World.

Representative client industries include: technology, financial services, entertainment, retail, & aerospace.

#### Consulting Specialties:

- Change Management
- Executive Team Effectiveness
- Leadership Development
- Talent and Succession Planning
- Executive Coaching
- Strategy Development & Execution

Jeff earned an M.S. in Organization Development from the Pepperdine Graziadio School of Business and Management, and a B.S. in Mechanical Engineering from the University of California at Santa Barbara. He has earned Six Sigma Quality Fundamentals certification, and as an Advanced Toastmaster in public speaking.