

## Biographical Sketch

### North McKinnon, MBA

North McKinnon is an organizational consultant for Apex Performance Strategies and is recognized as a change facilitation professional and executive coach. He supports leaders, teams and individuals in the midst of stressful change with a unique combination of Fortune 100 corporate business experience, intuitive insights and proven methods for breakthroughs and positive results. He has a contagious passion for blending creativity, storytelling and metaphors to enable personal development, strategic crafting and organization development.

North transitioned from a successful 15-year career in marketing leadership with consumer products/ services, into the field of organization development. In 1990, while Director Of Marketing, he co-led an 8-member corporate change team with senior officers for a \$3.2 Billion food service company (Denny's, El Pollo Loco, Quincy's, Hardees). He contributed to the successful alignment of the organization's 5 divisions, 2,000+ unit locations and 110,000 employees.

He worked directly with Hewlett Packard's Strategic Change Office during the Compaq merger, where he provided individual and team development guidance to those who managed the global merger. Other clients have been Agilent Technologies, Arco, Carl's Jr., Department of US Interior, Disneyland, Fluor Daniel, Lasco Bathware, LifeMasters, Orange County School District, PlaneTree Health, SEI Investments, Shinawatra of Thailand, State of Mississippi, Sun Microsystems.

Representative client industries include: high tech, food service, hospitality, retail and government/non-profit organizations.

#### Consulting Specialties:

- Executive Coaching
- Performance and Change Management
- Organizational Branding
- Leadership and Team Development
- Individual, Team and Organizational Assessment

North holds a MBA (Marketing & Organization Development), from Pepperdine and a B.S. in Education from University of Tennessee, Knoxville.