

DEREK SIMMONS

CEO & Business Leadership Coach | Strategic Business Operations Executive

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EXECUTIVE SUMMARY

Experienced CEO and strategic business operations leader with 15+ years of executive experience coaching leadership teams, driving organizational growth, and implementing systematic business methodologies. Proven track record generating \$20M+ in revenue through strategic planning, cross-functional leadership, and business coaching approaches. Expert in leadership development, business operations optimization, and executive mentoring with demonstrated success scaling organizations and developing high-performing leadership teams.

CORE COMPETENCIES

Business Coaching & Mentoring | Strategic Business Operations | Executive Leadership Development | Cross-Functional Team Leadership | Organizational Growth Strategy | Revenue Generation & P&L Management | Strategic Planning & Execution | Change Management & Transformation | Project Management Excellence | Stakeholder Relationship Management | Business Process Optimization | Leadership Team Alignment | Strategic Partnership Development | Operational Excellence | Executive Communication

PROFESSIONAL EXPERIENCE

Business Strategy Consultant & Executive Coach | Claude Wisdom Strategies

Nov. 2024–Present

Strategic business coaching and systematic methodology development for executive leadership

- **Coach business leaders** through systematic AI strategy transformation, developing leadership effectiveness and strategic business operations across multiple organizational levels
- **Provide executive mentoring** to C-level leaders implementing complex business transformations, ensuring strategic alignment and operational excellence
- **Develop systematic business methodologies** including The CW Standard framework for strategic implementation and Walking Compass leadership development approach
- **Lead strategic planning initiatives** for business transformation projects, partnering with executive teams to optimize performance and achieve strategic objectives
- **Guide cross-functional collaboration** between technical and business leadership teams, ensuring effective communication and execution of key strategic initiatives

Executive Director, New Products | Star Tribune Media

March 2022–Oct. 2024

Strategic business operations and cross-departmental leadership for 1,000+ employee organization

- **Provided strategic coaching** to executive leadership team resulting in enterprise-wide strategic transformation and systematic business development roadmap
- **Led business operations optimization** generating \$5M+ in incremental revenue through strategic planning, process improvement, and leadership team alignment
- **Developed and coached cross-functional teams** across departments, implementing systematic business operations methodologies and ensuring strategic objective achievement
- **Managed strategic partnerships** with enterprise technology providers including AWS, Cohere, SAP, and MuleSoft, driving business growth and operational efficiency
- **Guided organizational transformation** through systematic change management, coaching leadership teams through complex business challenges and strategic initiatives

Chief Creative Officer / Vice President | Star Tribune Media

June 2017–March 2022

Executive leadership and strategic business development for enterprise operations

- **Coached executive leadership teams** driving business growth to 100,000+ customers through strategic planning, leadership development, and business operations optimization
- **Led organizational transformation** managing cross-functional teams of 55+ professionals through systematic leadership development and business coaching methodologies
- **Developed strategic business initiatives** generating \$15M+ revenue growth through innovative business planning, strategic partnerships, and market development
- **Implemented leadership development programs** achieving perennial Top 5 global recognition through systematic excellence frameworks and team coaching approaches
- **Created strategic business frameworks** supporting revenue generation across multiple business units through systematic business development methodologies

Assistant Managing Editor, Visuals | Star Tribune Media

Dec. 2013–June 2017

Leadership development and strategic team management

- **Built and coached high-performing teams** maintaining global excellence recognition through systematic leadership development and business coaching methodologies
- **Led strategic business initiatives** including comprehensive organizational redesigns driving customer engagement and operational efficiency
- **Managed complex strategic projects** contributing to award-winning business outcomes through systematic strategic planning and collaborative leadership
- **Implemented operational excellence frameworks** through cross-functional collaboration and strategic business process optimization

BUSINESS COACHING & METHODOLOGY EXPERTISE

Executive Coaching & Leadership Development

Strategic Leadership Coaching: Systematic approach to developing executive leadership effectiveness, strategic thinking, and organizational transformation capabilities

Business Operations Coaching: Proven methodology for coaching leadership teams through complex business challenges, operational optimization, and strategic planning

Cross-Functional Leadership Development: Expert in coaching leaders to manage complex stakeholder relationships and drive collaborative strategic initiatives

Strategic Business Operations & Planning

Business Strategy Development: Proven track record developing and implementing strategic business plans resulting in measurable revenue growth and operational efficiency

Revenue Generation & P&L Management: Documented success generating \$20M+ in business value through strategic planning, business coaching, and operational excellence

Strategic Partnership Development: Expert in coaching leadership teams to build strategic business relationships and partnerships for organizational growth

SYSTEMATIC BUSINESS METHODOLOGIES

Proprietary Coaching Frameworks

The CW Standard: Comprehensive framework for strategic business implementation emphasizing systematic leadership development and operational excellence

Walking Compass Methodology: Systematic approach to leadership development and strategic collaboration for executive teams and business operations

Business Transformation Systems: Proven methodologies for coaching organizations through complex strategic changes and operational improvements

Leadership Development & Team Coaching

Executive Team Alignment: Expert methodology for coaching leadership teams to achieve strategic alignment and collaborative execution

Cross-Functional Leadership: Systematic approach to coaching leaders in managing complex organizational relationships and strategic initiatives

Performance Optimization: Systematic methodology for coaching teams and leaders to achieve measurable business outcomes and strategic objectives

EDUCATION & PROFESSIONAL DEVELOPMENT

MIT Artificial Intelligence & Data Science Program

Admitted, 2025 cohort

University of Southern California

Master of Communication Management (Admitted, 2022)

Kansas State University

Bachelor of Science, Mass Communications

Leadership & Coaching Certifications

Yale University: The Science of Well-Being | Leiden University: De-Mystifying Mindfulness | Poynter Institute Leadership Academy

ADDITIONAL QUALIFICATIONS

Remote Leadership Excellence: Proven track record managing and coaching distributed teams and remote strategic initiatives

Global Business Experience: Experience with international business operations and strategic partnerships across multiple markets

Strategic Vision: Demonstrated ability to translate complex business challenges into actionable strategic plans and coaching methodologies

Executive Presence: Proven ability to coach and collaborate with C-level executives, board members, and senior leadership teams