Education & Certifications

**STANFORD UNIVERSITY, GRADUATE SCHOOL OF BUSINESS**

*M.B.A.*, 2000

**PRINCETON UNIVERSITY**

*B.S.E.* Operations Research, *magna cum laude* 1994

Honors: Tau Beta Pi National Engineering Society, Society of Sigma Xi

**INTERNATIONAL COACH FEDERATION (ICF)**

Certified Leadership & Executive coach, ICF-member

**THE COACHES TRAINING INSTITUTE (CTI)**

Certified Leadership & Executive coach, through CTI’s ICF-accredited training and certification program

Graduate of the CTI Leadership program, intensive 10-month program focused on leadership

**THE LEADERSHIP CIRCLE**, certified to administer:

The Leadership Circle Profile, a 360 assessment for building leadership effectiveness

The Leadership Culture Survey, a team assessment tool

**COMMUNITY AT WORK**, authors of the popular and classic “*The Facilitator's Guide to Participatory Decision–Making”*

Trained in Group Facilitation

**THE MIND GYM**

Trained to deliver high impact workshops as a Mind Gym coach and trainer

Experience

2009 - Present **PAIGE CHEN LEADERSHIP COACHING & CONSULTING** San Francisco, CA

*Certified Leadership & Executive Coach, Facilitator, and Trainer*

Partnering with professionals to expand their leadership capacity, increasing their effectiveness and satisfaction and contributing at a higher level both professionally and personally.

* Providing customized one-on-one interactions through leadership coaching; encouraging purposeful dialogue and awareness building while accelerating growth and transformation.
* Leveraging certifications in powerful assessment tools for individuals and teams to gain deep insights and to identify focus areas for change.
* Providing facilitation and training services to support managers and their teams in acquiring skills, working together, strategic thinking and planning, and working through critical business issues.
* Also, a trainer for **The Mind Gym**, delivering high impact proprietary workshops to clients such as Genentech, Wal-Mart, and Hasbro.

2006 - 2010 **WELLS FARGO & COMPANY** San Francisco, CA

*Vice President, Strategic Planning*

Key member of the strategy team for Wells Fargo’s Internet Banking line of business.

* Worked with head of the Internet banking group to develop and articulate Wells Fargo’s Internet banking strategy to both internal teams and external partners.
* Managed annual strategic planning process from the setting of goals and objectives to final reporting of financial results, customer-focused metrics, and projects completed.
* Facilitated strategy discussions with each Internet division to ensure goals and objectives aligned with the line of business’ vision, that strategies and plans adequately supported set goals, that collaboration between divisions occurred where and when necessary.
* Led targeted strategic projects focused on issues such as resource allocation, staffing and organizational structures, and operational efficiencies.

2004 - 2006 **INDEPENDENT CONSULTANT** San Francisco, CA

Advised start-up companies in strategy, marketing, product and operations. Clients included Internet start-up in Southern California, business-to-business start-up in Helderberg, South Africa, and non-profit organization in the Bay Area.

2000 - 2004 **HOMEGAIN, INC.** Emeryville, CA

*Director/Business Line Owner*

Key member of the executive team responsible for fastest growing line of business. HomeGain was a start-up and leader in online real estate services, now a part of Classified Ventures’ family of businesses.

* Built business line from concept to $6MM dollar business in year one and projected $10MM for year two. Managed full product life cycle, from concept definition through design, development, implementation and ongoing program management.
* Set strategic direction for business line, established business processes and operations, navigated difficult industry politics and non-market forces and managed internal/external partner relationships.
* Created business plans, business cases, and financial models to assess and prioritize new initiatives, including complex product development efforts.
* Developed marketing and acquisition strategies and training programs to increase customer adoption, retention, and satisfaction.

1996 - 1998 **R.R. DONNELLEY & SONS, CO.** Chicago, IL

*Senior Marketing Associate,**Domestic and International Market Development*

Consultant to Yellow Page publishers on business-to-business and business-to-consumer marketing. RRD, a Fortune 200 company, is the largest commercial printer in North America.

* Partnered with domestic and international sales teams to win new business and increase customer retention. Developed marketing programs for world wide marketing efforts.
* Provided consulting services to client base on acquisition and retention techniques. Developed and delivered on-site trainings in selling new products to drive adoption and increase revenues.
* Built relationships with key publishers in Asia; made customer site visits throughout China to train publishers on how to implement an advertising-supported business model; organized and managed annual 14-day training program held in the US for publishers in China.

1994 - 1996 **MCKINSEY & COMPANY, INC.** Chicago, IL

*Business Analyst/Management Consultant*

A foremost global management consulting firm advising the world’s leading businesses on their most challenging issues.

* Redesigned and improved insurance claims processes resulting in increased efficiency, accuracy and customer satisfaction. Managed client team members to test and measure impact of recommendations.
* Developed catalog strategy for large consumer retailer serving 3.5MM customers with over $1BB in annual revenues to increase consumer response and sales.
* Defined corporate strategy for engine manufacturer and built financial modeling tool to drive prioritization of strategic initiatives.
* Determined viability of a contemporary art museum's aggressive growth and relocation plans.

Volunteerism

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| Committed to non-profit volunteerism serving both NGOs and small businesses, including: | |
| * *Reading Partners*, building the reading skills of elementary school students | San Francisco, CA |
| * *Craigslist Foundation*, empowering local communities | San Francisco, CA |
| * *Harvesters Reaching the Nations*, orphanage and school | Southern Sudan |
| * *Rafiki Foundation*, local orphanage and school | Ghana |
| * *URDT*, facilitating self-generated development in rural communities of Uganda | Uganda |
| * Variety of entrepreneurs and small businesses | South Africa |

Interests

Advocate of plant-based cuisine, avid reader, half-marathoner, yoga enthusiast, and lover of dark chocolate. Well-traveled adventurer, including diving the Great Barrier Reef, summiting Kilimanjaro, hang gliding in Rio de Janeiro, and trekking for mountain gorillas in Rwanda.

This is the “About” section from my website www.paigechen.com/about.

**about.tiff**