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|  | Chris Charyk  Executive and Leadership coach and leadership Program leader |
| Biography | Expertise Chris Charyk specializes in providing leadership coaching to executives seeking to maximize career achievement and fulfillment. He brings to this work 25 years of experience as a marketing and strategy consultant leading major global engagements for a wide variety of market leaders across a broad range of industries, including Life Sciences, Information Technology and Services, Financial Services, and Consumer Packaged Goods. Recent clients include the J.M. Smucker Company, IBM, General Electric, Fidelity Investments, BlackRock, Colgate-Palmolive, and the Clorox Company.  Mr. Charyk holds professional coaching certifications from the Coaches Training Institute (Certified Professional Coactive Coach) and the International Coach Federation (Associate Certified Coach). He is a certified practitioner of the Leadership Circle Profile 360 Leadership assessment instrument, and the Team Coaching International team diagnostic tools suite.  In conjunction with the American Marketing Association, the Association of National Advertisers, the Advertising Research Foundation, and other major marketing organizations, Mr. Charyk has developed and taught numerous workshops in marketing leadership and innovation, systems thinking, brand building, and marketing measurement. Professional Background **The Boda Group**, Boston, MA; *Principal* (2011 – present) *The Boda Group* is a leadership development firm helping leaders and teams in both the for profit and non-profit sectors assess their capabilities, clarify how they want to engage and lead, strengthen critical relationships and skills, and operate more effectively. In his role as Principal, Chris provides executive and leadership coaching, team coaching, and leads a variety of leadership and coaching skills workshops and customized programs. Recent clients include Acumentrics, Stonehill College, and Teach for America.  **Obsidian Partners**, Boston, MA; *Managing Director* (2010 – 2012) *Obsidian Partners* provides leadership coaching and leadership skills assessment and development customized to the unique needs of marketing professionals. Engagement examples include: senior marketing executive leadership skills assessment and coaching, creating alignment in goals and expectations among the CMO’s direct reports, establishing and supporting innovation and accountability in the marketing function, on-boarding coaching for executive new hires.  **MarketingNPV**, Princeton, NJ; *Partner* (2008 – 2010) *MarketingNPV* is a highly specialized advisory firm that measures the financial return from marketing investments. The company designs and implements marketing metrics, dashboards, marketing ROI/analytical frameworks, and budgeting and resource allocation processes which measure the creation of economic and strategic value for both the short and long term. At MarketingNPV, Mr. Charyk focused on the development of new and existing client relationships, design of intellectual property and consulting process, and the management of client work delivery. Areas of consulting focus include marketing metrics, analytics, annual planning, and strategic resource allocation. Key clients included Fortune 100 enterprises in the Financial Services, Life Sciences, and CPG industries, generating approximately $1.5MM in annual billings.  **Integration-IMC**, Nicosia, Cyprus; *Executive Client Services Director* (2007 – 2008) *Integration-IMC* is the creator of the Market ContactAudit (MCA), an industry leading brand communications assessment program. At Integration, Mr. Charyk led the global client services team for the North, Central and South Americas region, focusing primarily on the CPG industry, a $2.75MM business.  **EMM Group**, Boston, MA, *Practice Leader, Marketing Accountability* (2005 – 2007) EMM Group is a marketing consulting firm specializing in organic growth and the discipline of Enterprise Marketing Management, the combination of process, metrics and software to build brands and drive growth. Mr. Charyk developed the firm’s marketing metrics and accountability practice, leading projects with Fortune 100 companies in the CPG and information technology industries. **Independent Consultant**, Boston, MA (2001 – 2005) Mr. Charyk provided strategic planning, marketing, performance improvement, and project management services. His primary focus in financial services, life sciences, high technology and e-business/e-commerce industries. His professional affiliations included a Senior Consultant relationship with Charles River Associates, Inc. **Nextera, Inc.**, Boston, MA; *Principal Consultant & Project Leader* (1993 – 2001) *Nextera* was a global management-consulting firm serving Fortune 500 companies in the financial services, pharmaceuticals, and e-business/e-commerce industries. Mr. Charyk was responsible for leading consulting projects focused on improving clients’ cost management, operational efficiency, and strategic and marketing planning processes.  **High Performance Systems, Inc.**, Hanover, NH; *Director, Education and Consulting Services* (1990 – 1993) *High Performance Systems* (now *iSee Systems*) develops dynamic modeling software based upon the System Dynamics framework. Mr. Charyk Managed the educational and consulting services division of HPS, working with clients in both the corporate and education markets. He has developed and facilitated numerous customized executive learning programs based upon systems thinking/system dynamics methodologies.  **Digital Equipment Corporation**, Maynard, MA; *Principal, Management Sciences Consulting Group* (1987 – 1990) Mr. Charyk led a wide variety of analytics projects as a member of the internal consulting group at Digital serving senior marketing and sales management.  **Andersen Consulting (**now **Accenture)**, Rochester, NY; *Consultant* (1985 – 1987) Mr. Charyk focused his consulting work within the firm’s Manufacturing Productivity practice.  Education/Training Mr. Charyk holds an M.B.A. degree from Columbia Business School and a B.A. degree with honors from Brown University.  Affiliations Mr. Charyk actively participates in a wide range of community activities, particularly in the fields of education and the arts. He has served as a board member for two private secondary schools and several arts and youth empowerment organizations. |