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| 9008 South Maple Avenue, Tempe, Arizona 85284-8112 USAOffice: 00-1-480.777.8876 Cell: 00-1-480.580.3021 [awhite@businessbydesign.us](mailto:awhite@businessbydesign.us) | |
| Master Certified Coach, Executive Coach, Facilitator: A proven track record in helping middle and senior level managers/business owners achieve their goals through the use of professional coaching and leadership development programs. Ability to quickly assess client needs, align strategic direction with business initiatives, improving individual and team performance and effectiveness. Have co-authored book with Stephen Covey, GPS for Success. A team player with excellent skills working with on: | |
| Personal and business effectiveness and efficiency | Gaining input from a 360 perspective to improve focus of coaching |
| Strategic thinking and planning | Verbal and written communication |
| Using various assessment instruments | Leadership skills development |

**PROFESSIONAL EXPERIENCE**

**Owner, Executive Coach, Consultant and Trainer**

**Business by Design/Financial Conversations December 1997-present**

1. By coaching more than 150 clients, earned the International Coach Federation’s highest credential, Master Certified Coach
2. Extensive experience in working with management to achieve developmental, behavioral and business goals
3. Work with employees/managers to maximize leadership efficiency and effectiveness
4. Conduct group leadership development training packaged with one-on-one telephone or in-person coaching services to manage learner outcomes after the training event
5. Developed and delivered well-received three-day newer employee training, four-day financial coaching program, part of on-boarding program

**Adjunct Business Faculty, Gateway & Mesa Community Colleges August 2001-present**

1. Teach on campus , online, and on-site courses in General Business, Computer Information Systems, Personal and Leadership Development, including Survey of Computer Information Systems
2. Pioneer and leader in the use of online learning management technologies, especially Blackboard and WebCT
3. Proven ability to create an online or hybrid course using a web-based learning environment, create, prepare, and manage content and resource files; locate and add resources

**Senior Manager, Business Consulting, Arthur Andersen/Phoenix 1994-1997**

1. Extensively involved in sales/marketing efforts for Phoenix office
2. Worked with partners and managers to assess business opportunities, design and prepare proposals for business consulting projects
3. Leadership role in Arizona Enterprise Best Practices Award Program and firmwide Best Practices Award Program, served as local office website coordinator
4. Demonstrated ability to work on cross-functional teams and collaborate with a team of peers; contact prospects and customers at C-suite level executives

**Vice President, Walker Customer Satisfaction Research/Scottsdale 1991-1993**

1. Worked with prospective clients to understand requirements, design customized systems to measure customer perceived quality
2. Prepared and presented proposals resulting in more than $1 million of services each year, completed over twenty speaking engagements each year
3. Industry specialist for utilities, authored white paper on Customer Satisfaction in Utilities

**Account Executive, Winona Market Research Bureau/Phoenix 1983-1991**

1. Responsible for designing, pricing, selling, and managing over 100 custom marketing research projects each year, including many market awareness and usage, ad tracking projects
2. Managed over $2 million in projects each year, including several in the insurance industry
3. Added major Fortune 500 clients
4. Product manager for data tabulation software, ACROSS
5. Experience in various data collection methodologies: focus groups, in-depth personal interviews, computer-assisted telephone interviews, mail surveys, panel establishment and maintenance, some secondary research

**EDUCATION**

1. B.A. in Sociology/Social Welfare, Arizona State University
2. M.B.A. with emphasis in Marketing/Marketing Research, Arizona State University
3. Certification in coaching from the Coaches Training Institute as a Certified Professional Co-Active Coach
4. International Coach Federation’s highest certification: Master Certified Coach
5. Arizona Community Colleges lifetime teaching certification
6. Board Member, Take Charge America