

## Executive Coach Biography

### Jim Cooper

Jim brings a wealth of knowledge and experience to his coaching, gained over 30 years as a leader, consultant and entrepreneur. Building on a strong engineering and business management foundation, coupled with deep knowledge of human behavior and skill in developing individuals and teams, he helps organizational leaders and their teams develop the beliefs, knowledge, and skills needed to support each of their key business enablers, in turn producing the desired level of results and success.



Jim has worked with a wide variety of organizations and industries, including: Bell Helicopter, Cisco Systems, The Choctaw Nation of Oklahoma, Cornell University, Ericsson, General Electric, Hewlett-Packard, MetLife, NEC, SAP, University of North Texas Health Science Center, The United Methodist Church, US Missile Defense Agency

Representative assignments include:

- President and CEO, Fortune 25 global healthcare services business
- CEO and C-level staff, early-stage enterprise software development company
- Chief Technology Officer, industry-leading marketing services company
- C-Level Tribal Leader, major native American nation
- Vice President of Research, major regional health sciences center
- Senior Executive Service (SES) DOD civilian, joint military agency directorate
- Senior Program Director, NASA
- Regional VP of Sales, Fortune 50 information technology provider
- Vice President of Operations, alternative energy service producer

### **BUSINESS and ORGANIZATIONAL LEADERSHIP EXPERIENCE**

As a business leader and general manager, Jim has managed high growth business units from early stage to mature business units with backlog's exceeding \$150 million. As a senior sales executive, Jim led the overall account management team for global accounts with annual expenditures exceeding \$100 million. As a senior business executive, Jim managed a complex post-merger integration project, positioning the acquired business to thrive in its new parent company. As a senior military leader and unit commander, Jim took failing units and brought them to full operational capability in minimum time.

With a strong focus on strategy and process, Jim developed and led Malcolm Baldrige quality initiatives for large defense organizations.

As an entrepreneur, Jim leveraged his strong technology and business foundation to establish and operate two successful consulting and executive coaching firms, and enable his clients to successfully lead their teams to superior performance.

### **PUBLICATIONS and SPEAKING ENGAGEMENTS**

Jim is a prolific contributor to industry, sales leadership, and coaching blogs, including forums hosted by organizations such as the Harvard Business School and International Coach Federation. He has developed and led global training programs for Hewlett-Packard, Cisco Systems, Ericsson, and SAP, and is accomplished in facilitation in both live and virtual venues. He created and regularly contributes to his blog, "It's Not Just About the Numbers!", and his newsletter, "The Advisor", stressing the importance of leadership, team effectiveness, emotional intelligence and the development of a coaching culture to organizational success. He is a professional member of the National Speakers' Association.

### **INDUSTRY COACHING EXPERIENCE**

High-Tech  
Software development  
Defense/Aerospace  
Energy  
Healthcare, Health Sciences  
Financial services  
Higher Education  
Manufacturing  
Marketing Data Services  
Telecommunications

### **FUNCTIONAL COACHING EXPERIENCE**

Business Development  
Change Management  
Employee Performance  
Project Management  
Software Development

### **LEADER LEVELS**

Manager to CEO

### **PARTNERSHIPS**

Founder and Principal,  
Ascendent Leadership

Adjunct Coach, Center for  
Creative Leadership (CCL)

Coaching Associate, Lee  
Hecht Harrison

Adjunct Instructor, University  
of Texas, Dallas

### **ASSESSMENT & CERTIFICATIONS**

Professional Certified  
Coach (ICF)

CCL Benchmarks 360

Korn/Ferry Lominger Voices  
360, Teams 360

MHS EQ-i 2.0, EQ 360

MHS Pearman Personality  
Integrator

### **MILITARY**

Lt Col, USAF (Ret)

### **EDUCATION**

**MS, Engineering Mgmt**

Northeastern University

**MAT, Science Education**

Cornell University

**BS, Electrical Engineering**

Cornell University

## Point of View

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When asked how long I've been coaching, the simple answer is "all my life." After 30 years as an executive, my calling is to enable consultants and leaders to rapidly establish credibility and trust with those they serve. That trust is the foundation of the transformation they will help others attain.

I am grounded in servant leadership. Pioneer Robert Greenleaf says: "The servant-leader is servant first... It begins with the natural feeling that one wants to serve, to serve first. Then conscious choice brings one to aspire to lead."

I've always had a heart for service. As an Air Force unit commander, I served 150 airmen as we rebuilt a failing unit to become fully combat ready. As a Hewlett Packard leader, I served a newly acquired business as they assimilated into HP. As President of an ICF chapter, I served our coaching community in their quest for professional development.

As a credentialed executive coach with over 2,000 hours of coaching experience, I've served hundreds of leaders, individuals, and teams across a broad range of industries and roles as they sought to strengthen their skills and lead others to address their toughest challenges.

As an advisor coach, I've helped others become advisors to their clients and organizations. I use my ability to connect, listen deeply, and tell the truth as I work with my clients to help them drive important change for those they serve. A favorite question is — "what do you want from this situation?" From clear goals, we move to unvarnished realities, the case for change, a path to improvement, milestones for accountability, and a commitment to action and results.

Clients and colleagues describe my style as "truth telling" and "collaborative." And yet, they know that I will tap into the depth and breadth of my business and leadership experience to challenge them, and hold them accountable for their success.