

## Executive Coach Biography

### Jim Cooper

Jim brings a wealth of knowledge and experience to his coaching, gained over 30 years as a leader, executive, 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.



#### **EXECUTIVE COACHING EXPERIENCE:**

Jim has over 2,500 hours of coaching across a wide variety of industries. His client list includes 7-Eleven, Bell Helicopter, Cisco Systems, The Choctaw Nation of Oklahoma, Cornell University, Ericsson, General Electric, Hewlett-Packard, MetLife, NEC, SAP, Southwest Airlines, University of North Texas, and the US Missile Defense Agency.

Representative assignments include:

- President and CEO, Fortune 25 global healthcare services business
- Executive VP, Chief Revenue Officer, global airline
- Senior Vice President for Supply Chain, Fortune 50 retail giant
- CEO and staff, early-stage software development company
- Dean of the College of Business, major regional university
- Assistant Dean for Development, major Ivy League business school

#### **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 sales executive, Jim led the account management teams for a global accounts with annual sales exceeding \$100 million. As a 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 a large defense organization.

As an entrepreneur, Jim leveraged masterful interpersonal skills and his technology and business foundation to establish and operate three successful consulting and executive coaching firms, and enable his clients to achieve personal growth, professional success, and business impact.

#### **INDUSTRY COACHING EXPERIENCE**

Manufacturing  
Defense/Aerospace  
Startup, Early Stage Firms  
Healthcare, Health Sciences  
Financial services  
Higher Education  
Telecommunications

#### **FUNCTIONAL COACHING EXPERIENCE**

Leadership Development  
Business Development  
Change Management  
Employee Performance  
Project Management

#### **LEADER LEVELS**

High Potential IC to CEO

#### **PARTNERSHIPS**

Founder and Principal,  
Ascendent Leadership

Co-founder and Principal,  
Masterful Leaders

Executive Coach, Center for  
Creative Leadership (CCL)

Executive Coach, Lee Hecht  
Harrison

#### **ASSESSMENTS & CERTIFICATIONS**

ICF Certified Coach (PCC)

Hogan Leadership Forecast

Leadership Versatility Index  
(LVI)

CCL Benchmarks 360, CCL

Korn/Ferry Lominger Voices  
360, Teams 360

MHS EQ-i 2.0, EQ 360

MHS Pearman Personality  
Integrator

#### **MILITARY**

**Lt Col, USAF (Retired)**

#### **EDUCATION**

**Coach Education (ACTP)**

University of Texas Dallas

**MS, Engineering Mgmt**

Northeastern University

**MAT, Science Education**

Cornell University

**BS, Electrical Engineering**

Cornell University

## Point of View

---

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 executive, 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 2,500 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 a consultant and professional 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." They know I will tap into the depth and breadth of my business, leadership and coaching experience to challenge them and help them hold themselves accountable for their success.