

THE CATALYST



Bill Guerin

Co-Founder & Chief Catalyst

Expertise:

Team Effectiveness

Group Facilitation

Consultative Selling

Executive Coaching

Sustainable Change



Overview & Strengths

Bill is a seasoned Executive Coach and Management Consultant with 35+ years of experience in a wide range of management and consulting roles across a variety of industries and companies—from entrepreneurial start-ups to large multi-national corporations.

Bill's specialty is developing and delivering customized solutions at the senior management level in the areas of executive team performance, coaching, sales force effectiveness, strategic planning, organizational change and leadership development. He helps businesses drive change and improve performance while also generating greater commitment, engagement and loyalty among their employees and customers. Bill's effectiveness is grounded in a deep understanding of why so many organizations under-perform and hands-on experience in successfully addressing those issues.

Prior to co-founding Catalytics Performance Consulting in 2014, Bill held a number of corporate leadership positions, including Senior Vice President of Sales, Marketing and Strategy for Prudential Insurance; Executive Vice President at global market research firm TNS, and Director of Sales and Marketing for PPL, a Fortune 500 diversified energy company. He has also worked with start-ups, small to mid-sized privately held firms and non-profit organizations.

Bill holds a BS Degree in Engineering from Swarthmore College and an MBA in Management Science from Wilkes University. He has completed a number of advanced courses in sales, marketing, communications, management, leadership and motivation and is certified in a variety of assessment tools.

Professional Snapshot

Nearly 40 years of business experience:

- Management Consulting
- Executive Coaching
- Sales & Marketing
- Strategic Planning
- Public Affairs
- Engineering Design
- General Management
- Start-Ups to Multi-Nationals

Industry Specializations

- Financial Services
- Professional Services
- Information Technology
- Consumer Packaged Goods
- Retail
- Pharmaceuticals
- Market Research
- Energy
- Education
- Non-Profits
- Healthcare

Inspired Possibilities. Powered by People.

Educational Background

Wilkes University, Wilkes Barre, PA

- Masters of Business Administration (MBA)

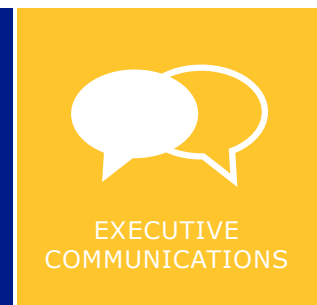
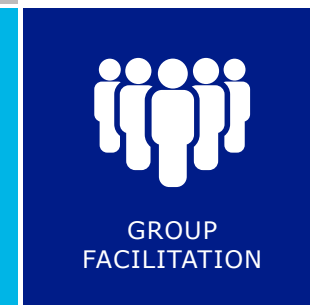
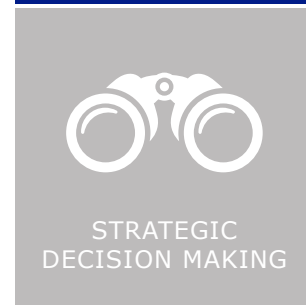
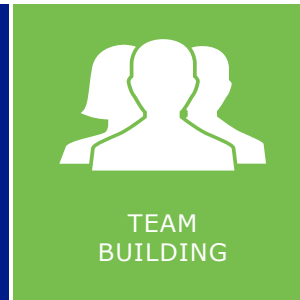
Swarthmore College, Swarthmore, PA

- B.S. in Engineering

Certification & Assessments

- Birkman Method
- DiSC Assessment
- MBTI Assessment
- Neuro Linguistic Programming
- Certified Exit Planning Advisor

Specializations



Coaching Philosophy

In working with individuals and teams, Bill produces change through the use of powerful catalysts to challenge assumptions, remove barriers and stimulate fresh thinking and new behaviors. His approach creates more authentic and meaningful conversations and breakthrough experiences, enabling his clients to work smarter, faster and more effectively in achieving lasting improvements.

Bill's coaching philosophy is grounded in helping executives understand, apply and leverage their greatest strengths. He works with his clients to develop a clear and compelling desired future state for both the executive and the business; honestly and objectively describe the current state, and then work on high impact areas to move the executive and the business from where it is to where it wants to be.



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