

# Cooper Strategic Team

## Our world-class handpicked team

brings broad interests and unmatched real-world experience in leading-edge neuroscience, Tier 1 expertise in leadership and teamwork, all backed by deep data. Our team includes Tier 1 Navy SEALs, Delta Force leadership, fighter pilots, combat controllers, pararescue jumpers, world-record-setting athletes, mission strategists, planning and make-it-happen experts, a top-rated innovation thought leader, colleagues with extensive top-level experience in neuroscience, performance psychology, and behavior change, and other top performers from an array of fields



We work with clients who are driven to produce record-setting results, win today's biggest opportunities, create uncontested new market spaces, and make competition irrelevant. We are known for asking two key questions:

- If you had to become the team or business that puts you out of business in the least time, what would be different and better?
- If you had to become the leader or professional who most quickly and effectively puts the current you out of a job, what would be different and better?

Our team is uniquely qualified to help our clients become that business, leader or professional—and never look back.

More than 300 specialists work with Cooper Strategic on various projects. They explore ways to unlock human capacity and they put groundbreaking insights into practical application with clients. They contribute both as part of the Cooper Strategic “think tank” and are also available to work independently on client assignments. Here (alphabetically) are a few of our exceptional contributors and TEAM members:



## William Anton, Ph.D.

**William Anton, Ph.D.**, is a renowned clinical psychologist and former top tier leader at the University of South Florida. He is the founder of CEO Effectiveness and works with top business leaders and training executive coaches. Bill has also been involved in presenting to and working closely with United States Special Operations Command. He is the senior author of two psychological tests that are widely used in businesses and educational settings around the world. His most recent books are [Business Success through Self-Knowledge, Ascend](#), and [The Path](#).



## Nancy Badore, Ph.D.

**Nancy Badore, Ph.D.**, served as a senior executive at Ford Motor Company. Her accomplishments at Ford are documented in six different books as well as a Harvard Business School case that details a decade of cultural change projects she conceived and directed. Today she applies her expertise to senior-level executive coaching, helping create and sustain cultural change, successfully implementing strategic goals, and designing impactful executive education programs and conferences.



## Michael Broder, Ph.D.

**Michael Broder, Ph.D.**, is a psychologist regarded as a leading expert in cognitive behavioral change, whose work is focused on training and coaching. He works with high achievers, helping people to operate at their highest potential—with whatever parts of their lives they wish to optimize—in the shortest time possible. His books include [Stage Climbing: The Shortest Path to Your Highest Potential](#), [Positive Attitude Training](#), and [Seven Steps to Your Best Life](#).



## Andy Chiou, M.D.,

**Andy Chiou, M.D.**, is the President and Chief Executive of the Peoria Surgical Group. He is a skilled cross-disciplinary thinker who has led or helped lead a range of meaningful breakthroughs in healthcare, business, organizational effectiveness, accelerated learning, and community well-being.



## Carla Clark, Ph.D.

**Carla Clark, Ph.D.**, earned an honors degree in biochemistry and a Ph.D. from the University of Edinburgh, Scotland, and then completed six years of post-doctoral research in biophysical chemistry and molecular science, with an emphasis on the neuroscience of behavior change. She has served as Neuroscience, Psychology, and Psychiatry Section Editor for Brain Blogger, is a partner at Lifetraq—a behavioral economics, technology, and data company dedicated to improving lives and healthcare outcomes—focused on converting human potential into measurable and sustainable outcomes. She is co-author of [Mind Your Health: The Ultimate How-To Brain Training Manual](#).



## Chelsea Cooper

**Chelsea Cooper** is the founder and CEO of CSC Strategic Consulting, an innovative digital agency that delivers customized strategy and smarter, faster, better campaigns focused on each client's top targets and goals. Experts at elevating brands into the future, CSC is known for using one-of-a-kind storytelling that redefines what it means to measurably thrive in the social space. Chelsea graduated with honors from The University of Michigan. She has led and delivered customized projects on branding, content production, social media and other key strategic focuses in the digital realm for more than 75 clients. Her work has been published in a variety of publications. She and her firm serve as advisors to Cooper Strategic and selected clients.



## Leslie Cooper

**Leslie Cooper** is co-founder of Cooper Strategic. She has played an integral role in operations and strategic growth of the company and its mission. Her books—which are focused on work-life balance, personal energy, health, and wellness—have sold more than three million copies.



## Robert Cooper, Ph.D.

**Robert Cooper, Ph.D.**, is a neuroscientist, [New York Times](#) bestselling author (with over 4 million books sold), and a leading high-performance business strategist. He serves as CEO of Tier 1 Performance Advantage and Cooper Strategic, a global consulting firm that draws on a peak performance database with more than one million leaders, professionals, and teams. He brings a long history of working with elite performers and top leaders using neuroscience to get the most out of their brains, their time, and their performance. He served six years as a U.S. Marine, is a jet pilot, and earned his Ph.D. at University College London. Called "a national treasure" by Professor Emeritus Michael Ray, Ph.D., of the Stanford University Graduate School of Business, Cooper emphasizes scientifically based insights, ultra-practical tools, counterintuitive wisdom, and disciplined metrics. He recently earned a second Ph.D., at University College London. From industry nominations, experts, and an independent panel of judges interviewing CEOs, Cooper was named one of the "Most Influential Thinkers" for his impact on leadership and people strategy—a definitive list of the top influencers who challenge conventional thinking, are visionary and transfor-mational, bring credibility both inside and outside the business, command the respect of peers and key stakeholders, and add real value to the business." Robert Cooper, Ph.D. 1-Page Bio



## Rodrigo Corral

**Rodrigo Corral** is a graduate of the School of Visual Arts in New York City and has created more than 500 conceptual designs and book covers, and some of the most iconic visuals in publishing, partnering with talent such as Noble laureate Daniel Kahneman ([Thinking Fast and Slow](#)) and Pulitzer Prize winning author Junot Diaz, Jay-Z, Deepak and Sanjiv Chopra, Chuck Palahniuk, Tory Burch, Gianna Angelopoulos, Gary Shteyngart, and The New York Times. In addition to running the Rodrigo Corral studio, he is also the Creative Director for Farrar, Straus & Giroux and Creative Director at Large for New Directions. While Rodrigo's style is diverse, each project carries enough permanence to cut through today's noise and rise above the trends.



## Christian Cotichini

**Christian Cotichini** serves as the CEO of HeroX. He has over 20 years of experience leading startup and high growth technology companies. Christian founded MAKE Technologies which enables organizational transformation through the modernization of its clients' mission-critical software systems. MAKE was sold to Dell Computers in early 2012. In 2013, Christian joined HeroX as co-founder and CEO.



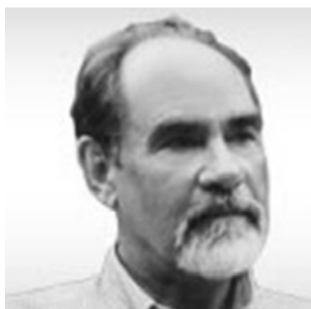
## Glenn Cunningham

**Glenn Cunningham** is a retired NYPD Second Grade Detective with 20 years' experience, working in Homicide Investigations, Kidnapping, Hostage Negotiations, City Wide Gangs, Street Robberies, Narcotics, and International Terrorism and is a recipient of the NYPD Medal of Valor. His focus is undercover work with Assets and Handlers teaching them the awareness and nuances of reading targets quickly and adopting to any situation. He is the owner and operator of the Kouketsu Dojo, a traditional Okinawan style of Karate. He frequently flies to Okinawa to study with his teacher. He holds the rank of Kyoshi Hachidan (8th) and is chief instructor for the USA. Currently he is the Vice President of the Tribeca Film Center and the Greenwich Hotel.



## Jeremy Francis

**Jeremy Francis** is the founder of Francis Creative Consulting. Based in Muskegon, MI he helps non-profits, small businesses and firms stay competitive with creative and out-of-the-box solutions. With over 20 years of experience as a communicator team builder, Jeremy is a force-multiplier with a specialty in front-end development, security, and performance. He puts those skills to use helping smaller voices cut through the noise and get heard.



## Gerald De Jaager

**Gerald De Jaager** has consulted to more than 75 organizations around the world and has provided training to more than 20,000 leaders. A Phi Beta Kappa graduate of Yale who taught at Yale (where he was rated as one of the ten best teachers), he is the author of four books on management and leadership.



## Eric Frohardt

**Eric Frohardt** ("Fro") is a former Navy SEAL with nearly 12 years of active-duty service, including Tier 1 Naval Special Warfare Command SEAL DevGru Gold Squadron, with numerous combat deployments. He was medically retired at the beginning of 2010. After leaving the Navy, he founded several different businesses, and became the CEO of StrongFirst, a global fitness education company.



## Ted Dewan

**Ted Dewan** is possibly the only full-time book illustrator with an Ivy League engineering degree and five years' experience teaching physics. In books that include [The Roots of the Self](#), [Mindreal](#), and [The Evolution of Consciousness](#), he has collaborated with leading thinkers from Harvard, Stanford, Oxford, and other top universities to help bring their ideas to life.



## Michael Gordon, Ph.D.,

**Michael Gordon, Ph.D.**, is the Arthur F. Thurnau Professor of Social Entrepreneurship and Business Administration at the Ross School of Business, University of Michigan. He is an award-winning educator and author, a social innovator honored by the Smithsonian Institution (three times), and an acclaimed public speaker. He is recognized as one of the information age's leading innovators, helping entrepreneurs, leaders, and teams think differently about innovation and invention by helping them uncover new ways of testing out-comes that embrace societal benefits. His most recent book, *Inclusivity*, is based on the most complete, in-depth empirical study yet on how to create social enterprises.



## Susan Duggan, Ph.D.,

**Susan Duggan, Ph.D.**, is a Fulbright Scholar and Alexander von-Humboldt Foundation Fellow, co-founder of the Silicon Valley World Internet Center and the current CEO of Smart World Center, a think tank finding innovative collaborative solutions. For more than thirty years, as a strategist, researcher, and program designer she has found powerful ways to bring together leaders from business, government, and education to work on crucial projects.



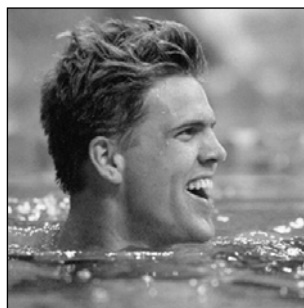
## Naveen Gowda

**Naveen Gowda** is Creative Director and Content Strategy Consultant working on genuine influence and also as part of Brendan Kane's team focused on Hook Points: How to Stand out in a 3-Second World. He has consulted on digital content and strategy with Mindvalley, Cooper Strategic, and many other organizations. His university degrees are in computer science and graphic design.



## Michael Parrish DuDell

**Michael Parrish DuDell** is an entrepreneur, international keynote speaker, and the bestselling author of [Shark Tank: Jump Start Your Business](#)—the official business book from ABC's hit show *Shark Tank*. Recently ranked as one of the top three most popular business authors by Amazon.com, Michael has been featured by CNBC, Bloomberg TV, CNN, The New York Times, WABC, Business Insider, Yahoo, and FORBES, where he is a regular contributor. He currently hosts *The Next Crop*—a web series sponsored by Citrix GoToMeeting that showcases the next generation of business and media influencers.



## Gary Hall, Jr.,

**Gary Hall, Jr.**, is an Olympic Hall of Fame inductee, with 10 Olympic Medals and four world records; currently serving as a consultant to Cooper Strategic and focused on healthcare initiatives. He serves as Vice Chair, International Board, of Sanford Health, and on the Leadership Board of the National Youth Sports Health & Safety Institute. Whether winning five gold medals or punching a shark, he was one of the USA's highest-profile swimmers across three Olympic Games. That he topped the podium while also managing type 1 diabetes makes his story more remarkable. In his first Olympics, the critics said he was too young. In the second, he had diabetes and they said he could not win and set records. In the third, he would fail because he was too old. In all three Olympics, he proved everyone wrong as he redefined what was possible. While competing, Gary also co-founded The Race Club, an international swimming academy. Considered one of the first professional swim teams, Race Club athletes have won over 40 Olympic medals.





## Jack Harvey

**Jack Harvey** is a proven growth-oriented technology executive with results-driven performance in a variety of complex technical fields including data science, social media, ad tech, mobile payments, and software. Jack most recently served as President and CEO of Own The Room where he led their worldwide growth bringing the Own the Room communications methodology to over one hundred Global 500 companies in twenty-seven countries in seven different languages. Prior to Own The Room, Jack served as EVP, Partnerships, at TechStars juggernaut Gnip where he helped set the stage for their nine-figure sale to Twitter in 2014. By building powerful relationships with Global 200 organizations, Jack has been instrumental in helping companies pave the way for IPO, acquisition, new product launches, and entering new markets worldwide.



## John Kao, M.D., M.B.A.,

**John Kao, M.D., M.B.A.**, has been dubbed "Mr. Creativity" and a "Serial Innovator" by The Economist, John is a thought leader, practitioner, and activist, who has played a leading role in the fields of innovation and business creativity for over 30 years. He is a trusted advisor to leaders of companies, startups, and nations who are on the hot seat to deliver meaningful innovation agendas. John's unique perspective draws from an eclectic body of experiences: former Harvard Business School professor, entrepreneur, musician, author, expert facilitator, and Harvard-trained psychiatrist. He earned his BA and MD degrees from Yale, followed by residency at the McLean Massachusetts General Hospital and an MBA from Harvard Business School.



## Scott Hemphill

**Scott Hemphill** has been working in the technology and process improvement industry for over 30 years as a Computer Systems Engineer, Data Scientist and Business Process Owner. His focus is helping organizations better understand their collaboration patterns and improve their networking capabilities using Organizational Network Analysis (ONA) and analytics on how today's top leaders and teams Innovate-Collaborate-Accelerate.



## Monica Kerber

**Monica Kerber** is the Founder and CEO of Kerber Consulting, LLC. Monica has worked with Cooper Strategic on a range of projects with Fortune 100 and 500 companies in a customized approach to accelerate leaders and their teams to achieve their best performance. Her emphasis is on "no excuses growth" and her specialty is achieving greater results in less time and with less cost and effort. She works with leaders and teams to reset, recalibrate, and reinvent how you achieve results. Through a variety of tools and scorecards, including peak performance assessments, her 15+ years of experience consistently pay off in building, leading, training, and consulting to top performing companies and their leaders.



## Jason Henderson

**Jason Henderson** ("Hendo") is a retired Tier 1 Navy SEAL Master Chief with over 30 years of service. Originally from Oregon, he joined the Navy at 19 years of age and completed 19 deployments, with 16 of those in combat, with hundreds of missions. He has held numerous leadership positions, including years of experience with the Naval Special Warfare Command Tier 1 DevGru Gold Squadron, and is a master trainer in a range of high-performance areas. In his free time, he spends time with family, competes nationally in powerlifting, Brazilian jiu jitsu and judo and volunteers at church and other charitable endeavors.



## Jeff King

**Jeff King** is a Process Communication Model® Master Trainer and has been teaching PCM for over 15 years. He has trained and lectured on PCM worldwide and has consulted with Cooper Strategic on genuine, meaningful communication, the need for connection before content, and the on the new language of trust. He works with Brendan Kane as part of the consulting team focused on Hook Points: How to Stand out in a 3-Second World.



## Jordan Hilario

**Jordan Hilario** is an award-winning UI/UX Designer with 17 years of experience working on the web. Skills include HTML, CSS, WordPress, Bootstrap, Sass, MaterializeCSS, and SEO.



## Nanette Koerner

**Nanette Koerner** is a managing director of client service for Cooper Strategic. She brings extensive experience in executive team coordination in a number of top organizations, with special skills in creating enterprise-wide effectiveness systems and exceptional client/customer experiences.



## Brendan Kane

**Brendan Kane** is an innovation strategist for Fortune 500 corporations, brands, and celebrities, helping them to unlock value and transform their businesses. The author of [One Million Followers](#) and [Hook Point](#), he brings more than a decade of experience in digital and has driven record-setting growth for some of the most respected global brands, from startups to the Fortune 100, helping clients capture opportunities that would otherwise be out of. He also leverages global network and expertise to help clients scale, expand, and accelerate business.



## Tracy LaTourrette

**Tracy LaTourrette**, Colorado's "First Lady" fighter pilot, first female Top Gun, a retired USAF Lieutenant Colonel and one of the first women in the world to fly fighter aircraft. She has flown missions globally as a combat F-16 fighter pilot. She graduated from the US Air Force Academy with a Bachelor of Science in Human Factors Engineering. She served 22 years as a pilot and AWACS Air Weapons Director. Post 9-11 she flew direct Presidential protection missions and flew in a classified location for Operation Iraqi Freedom. High stakes, high pressure and rapid adaptability are the norm in her world—in leadership and life.





**Ann Lawrence, J.D.,**

**Ann Lawrence, J.D.,** has served as the Global Co-Chair of the Retail Industry Sector for DLA Piper and focused her practice on a wide variety of business transformations and retail brands including e-commerce, affiliate marketing, digital media, fashion and branded consumer products. A graduate of Yale University and Columbia Law School, she has been noted by Forbes in "Female Innovators in the Business of Law." Over the past five years, Ann has served as a senior strategic advisor on a range of Cooper Strategic client engagements, including GM, Cruise Automation, Coca-Cola, and Thrive Global.



**Terry O'Connor**

**Terry O'Connor** is a strategic advisor, executive coach, and trainer whose clients have included Bank of America, BellSouth, ElectroScientific Industries, and the Network of Indigenous Knowledge. His governmental work includes not only more than fifty public-sector agencies in the United States, but also consulting assignments with national governments in Africa, Asia, and Europe.



**Taylor Lindstrom**

**Taylor Lindstrom** is the founder and CEO of Good Ink, Inc. With a degree from the University of Chicago and clients from Boulder to Barcelona, she blends expertise and ingenuity to create meaningful and impactful communications that create the right attention and follow-through in today's world.



**Dane Parker**

**Dane Parker** has worked closely with Robert Cooper and Cooper Strategic for more than 15 years. He joined General Motors in 2015 as executive director of global facilities. Prior to joining GM, he was vice president of global real estate, facilities and environment, health and safety for Dell Inc. Parker also spent more than 13 years at Intel Corporation in the technology and manufacturing organization in a variety of operational roles. As General Motors Co.'s first chief sustainability officer, Parker recently retired from GM after accelerating the automaker's sustainability plans by 15 years and was behind GM's plan to become carbon neutral by 2040 and its aspiration to have zero emissions in all new light-duty vehicles by 2035. He led major construction projects and modernized GM's office space to enable collaborative facility design, engineering, construction and operations, energy procurement and efficiency, environmental compliance, real estate, and workplace strategy. He played a vital role in GM's transformation to demonstrate it could achieve in days what it used to take years with what CEO Mary Barra called "Ventilator Speed." He brings laser-specific and world record-setting strategies, perspectives, and instincts to help our growth oriented clients set records that others think are impossible.



**Nanxi Liu**

**Nanxi Liu** is co-founder of Nanoly Bioscience and the founder and CEO of Enplug, Inc., a Los Angeles-based technology company building the largest network of interactive indoor digital billboards—named one of the "Top 30 Startups to Watch" by *Entrepreneur* magazine. She was a fellow at the Clausen Center for International Business & Policy at the University of California; she won the Dell Social Innovation Award; and she recently led the team that won the British Airways Ungrounded Innovation Competition while flying from San Francisco to London.



**Eddie Penney**

**Eddie Penney** served 20 years in the U.S. military, first as a Marine and then as a Navy SEAL assigned to the Tier 1 Naval Special Warfare SEAL DevGru Gold Squadron. He served as Troop Leading Petty Officer and Assault Troop Lead Breacher, the first man to the door on a target and one of the most dangerous jobs imaginable during five deployments to Iraq, Afghanistan, and Africa, engaging in hundreds of operations with extreme close-range combat. He is the father of three children and active in his church. He leads Contingent Group, a risk mitigation and security company, and Unafraid Mindset.



**Kimberly J. MacKenzie**

**Kimberly J. MacKenzie** earned her Ph.D. in Neuroscience from Brandeis University, with an emphasis on vision information processing and learning. She has a decade of experience in scientific and academic research and writing. Her focuses include learning enhancement, comprehensive preventive health, and performance psychology. She currently serves as Scholarly Communications Librarian at the Lamar Soutter Library, University of Massachusetts Medical School.



**Matt Plocher, CLU, CHFC,**

**Matt Plocher, CLU, CHFC,** is the top ranked managing partner for Northwestern Mutual, leading the Los Angeles and Las Vegas network offices. He is a co-founder of Strategic Leadership Systems, and an alumnus of Cooper Strategic's exclusive 12 Leaders® program. Under his leadership, his network office has set and re-set many of the top performance records in Northwestern Mutual history. He has worked closely with Robert Cooper and Cooper Strategic for more than a decade, applying the insights, strategies, tools, and tactics with his leadership team across their diverse markets.



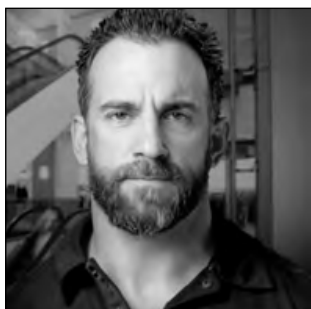
## Nirmal "Nims" Purja

**Nirmal "Nims" Purja** has provided leading-edge perspectives to Cooper Strategic. He spent 6 years as a Gurkha in the British Special Forces and 10 years with the Tier 1 SBS (Special Boat Service) specializing in classified undercover raids. He has achieved a growing list of mountain-climbing world records alongside high-altitude rescue missions. He smashed the world record by 15X for climbing all 14 of the world's 8,000-meter-high mountains (over 26,000 feet). The previous mark was just under eight years; Nims took six months and six days even finding time to rescue several fellow climbers. He and his team just climbed K2 (the second highest mountain on earth) in the winter—for the first time in history. His story is featured in the National Geographic Special on Netflix: [14 Peaks](#).



## Dan Skidmore

**Dan Skidmore** has served as a U.S. Air Force Tier 1 Special Operations Combat Controller, with the 24th STS (Special Tactics Squadron), in Afghanistan, Iraq, Syria, Niger, and Haiti in multiple theaters of operations ranging from combat deployments to humanitarian missions. An avid health and wellness advocate, he has also excelled in the competitive sports as a four-time CrossFit Games Regional Competitor, Strongman National Competitor, and Spartan Ultra World Championship Finisher. Dan owns Evolution Athletics, a human performance optimization company, and his military experience as an Air Force Combat Diver has allowed him to continue work with the foundation Deep Blue. He serves as GORUCK Director of Training, as a fitness entrepreneur in Morocco, and consultant with Cooper Strategic. His business endeavors highlight the overarching theme in his life of constant human and environmental improvement.



## Dom Raso

**Dom Raso** is founder and CEO of the modern tactics, mindset, goal achievement and research firm, Dynamis Alliance. He is known for his drive to innovate in creating improvements and breakthroughs that others think to be "impossible." He served for 12 years in the U.S. Navy and as a Navy SEAL for eleven years. Tier 1 Naval Special Warfare SEAL DevGru Gold Squadron team leader and lead combatives instructor. He was engaged in 13 combat deployments and hundreds of operations.



## Roger Sparks

Retired Master Sergeant **Roger Sparks** has served within the military as both a Recon Marine and an Air Force Pararescueman for over 25 years. Sparks is a recipient of the Silver Star, one of our nation's highest awards for valor, for his actions during a fierce firefight with insurgents in Afghanistan's Watapur Valley on Nov. 14, 2010. Sparks has transitioned from a career of special operations into the civilian world as an artist, author, and speaker. He lives with his family in Eagle River, Alaska.



## Donald M. Rattner

**Donald M. Rattner** is an award-winning architect. He holds a bachelor's degree cum laude in art history from Columbia and a Master of Architecture degree from Princeton. Publications include [My Creative Space: How to Design Your Home to Stimulate Ideas and Spark Innovation](#). He has taught at the University of Illinois, New York Academy of Art, and Parsons School of Design SCE. Speaking venues include NeoCon, Metrocon, Creative Problem Solving Institute, Creative Mornings, and the Association for Learning Environments.



## Kailey Strachan

**Kailey Strachan** is a designer and art director and founder of Kailey Creative. She specializes in modern, unique and effective brand experiences that enables brands to stand out. She has worked with startups, small businesses, big brands like Amazon, P&G, Disney, and L: Cool J, along with a range of photographers, fashion labels, and top bloggers and influencers.



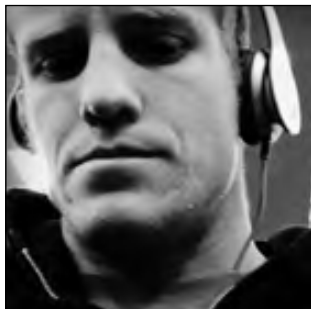
## Suanne Sandage, M.S.,

**Suanne Sandage, M.S.**, is founder and president of Services for Success, Inc. In her thirty-year career as a coach and advisor, and her extensive work with high-performance assessments and profiles, her clients have included executives and teams from industries that include healthcare, financial services, information technology, engineering, architecture, construction, education, manufacturing, agriculture.



## Nan Summers

**Nan Summers** specializes in collaborative innovation and strategic partnerships. Her unique background includes more than two decades with the Walt Disney Company in key leadership roles such as professional development for Walt Disney World's 300-member Imagineering Design team, Arvida/Disney's 2000 master planned community staff, Guest Satisfaction and Cast Excellence communication for Walt Disney World and Disneyland, co-founding the Disney Institute, and leading communication for 9000 Magic Kingdom cast members as a member of its Executive Operating Team.



## Greg Walker

**Greg Walker** has over 10 years of service in the Naval Special Warfare Command specializing in forward-deployed support activities for clandestine, Tier One U.S. Naval Special Operations during the Global War on Terrorism in Afghanistan and Africa. He is a specialist in mission logistics, sequencing, planning, and execution, attending to details on both the macro and micro organizational levels as he manages relationships across functions and units and resolves problems in a variety of environments.



## Virginia Shiverdecker

**Virginia Shiverdecker** is the former Executive Vice President of McCann Worldgroup, where she was Director of Global Retail Initiatives, and chief strategy officer for Barkley. She has launched many successful brands and led acclaimed turnarounds. She is the CEO of Soho Symmetry, the company she founded in 2011.



## Jason Whitaker

**Jason Whitaker** is the former Senior Video Director and Producer for award-winning Russell Video. A graduate of the University of Michigan in film and video studies, he has more than two decades of experience as a video and audio strategist, director, producer, scriptwriter, motion graphics creator, and director of photography. He has led Cooper Strategic and Neuro video and audio projects for nearly a decade.



## Michael Yessis, Ph.D.,

**Michael Yessis, Ph.D.**, Professor Emeritus at California State University, Fullerton, is one of the world's foremost authorities on peak performance. He has served as a training consultant to Olympic competitors and professional sports teams, and he is renowned for teaching hundreds of elite athletes how to be at their best when everything is on the line. His book, *Build a Better Athlete*, is the culmination of over 50 years of study and practical experiences in working with athletes to develop their full potential.

To learn more, visit:

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RESULTS