



**Gerrie Dresser, PCC – Executive | Career Coach, Personal Brand Strategist
Founder, Unique Genius™ Coaching Model for Leaders & Pivotal Business Teams
President, Success Associates – A Coaching & Consulting Company**
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Gerrie helps high-achieving leaders and pivotal business teams to stand out IN a crowd through high impact coaching solutions built on a strategic leadership / personal branding platform

Gerrie brings real world experience with initiating and leading innovative company-wide change initiatives, adapting to change, navigating the corporate landscape, and career re-invention.

As a result of her 'inside out' approach in the 'unique genius coaching model', her clients enhance their leadership presence and discover their '**unique genius**', a **distinctive brand of leadership excellence**. They step into a higher level of strategic contribution, are positioned for high impact leadership opportunities, and are sought out for their distinctive value.

- **Coaching clients** include corporate-based leaders at all levels, sales / business development experts, senior partners/agency, doctors, government leaders, entrepreneurs, finance experts, real estate professionals.
- **Client's companies** includes AstraZeneca, Eclipsys Corporation, Eurand, Health Strategies Group, Informed Systems, Pfizer, Wyeth, City of Philadelphia

Gerrie brings over 20 years of corporate leadership experience in Fortune 500 corporations in the health care, information technology, and financial industries.

- She developed her broad business perspective through positions that she held in customer service, field operations, human resources, and marketing.
- Her expertise is in creating innovative business solutions and building high performance senior leadership teams with talents in leading diverse, high conflict teams, developing leaders, leveraging enterprise-wide initiatives, and integrating cross-functional, company-wide best practices.
- She was sought out for her capability to quickly turn-around pivotal leadership teams that were in high conflict, resulting in the launch of innovative, enterprise-wide business change initiatives.

Signature Accomplishment: Gerrie initiated the brand concept and created the model for the enterprise-wide senior leadership Field Advisory Board (FAB), holding a dual role as brand manager and strategy coach for the high performance leadership board. She launched the brand and managed the internal, company-wide brand marketing and communication, resulting in a high impact 10 year cycle for the rotating, 30 member board.

She applied the model to many influential, cross-functional, senior management and process improvement teams, leading the teams in resolving enterprise-wide business challenges. Two significant client team outcomes include:

- Created E-Consulting division that generated \$5M in revenue.
- Streamlined revenue maximization and financial business practices to align with company's strategic information technology plan.

Gerrie's own leadership transformations inspire her work with her coaching clients, and she clearly understands what it takes to 're-invent' oneself successfully and adapt to changing business.

- Her break-throughs resulted from creating her own corporate positions through proposals that were always from an intention of how she could best serve the organization and achieve win-win outcomes.
- She experienced reorganizations/downsizings throughout her corporate career, and has evolved and transformed her career under the guidance of nationally recognized career consulting firms, continual mentoring and expert coaching.

She earned the credential of **Professional Certified Coach, PCC**, by the International Coach Federation, a B.A. in Psychology from Penn State University, and completed post-graduate studies at accredited business schools. Most recently, she completed certification in the **Tilt 360 Leadership and Team Climate Predictors**.

Gerrie takes an active leadership role in professional associations. She was elected to role of President of the Philadelphia Area Coaches Alliance's Executive Board for a 3-year term, 2005-2007, leading the organization to be an international award winning chapter in 2006, and served as VP from 2002-2003. She is also a member of the International Coach Federation, Association of Career Professionals International, Network of Women in Computer Technology, and the Healthcare Businesswomen's Association (HBA). Most recently, she accepted the role as Advisor to the HBA Mid- Atlantic Chapter's Mentoring Committee and stepped up as an Ambassador for the national Vision 2020 Initiative.

She is a sought after speaker for many professional association, corporate audiences, and career management firms. In addition to speaking, her articles have been featured in the media and corporate newsletters. She earned a B.A. in Psychology from Penn State University, and completed post-graduate studies at accredited business schools.

Client Outcomes . . .

"Gained Significant Insights and Increased Opportunities for Success"

"My coaching sessions with Gerrie provided significant insights and understanding about what I want to do in my career. She helped me truly understand my strengths with an increased in opportunities for success with a focus on recognizing the type of work that energizes me. My experience with Gerrie was refreshing and made a difference in my career, both professionally & personally."

Coty Colquitt, MBA, Marketing Account Leader, Astra Zeneca Pharmaceuticals

"Shaped My Career and Applied Strengths to Maximize Results"

"Gerrie's "Unique Genius" approach has helped me not only to think about how I can shape my career in the future, but also, how to apply my strengths in the best way to my current roles to maximize results and fulfillment. Her blend of industry and life experiences, academic skills and warm personality allow her to see the whole person, beyond career coaching. She has brought increased confidence and clarity about my life direction."

Fusun Sevgen, MBA, Director, Global Pricing & Market Access, AstraZeneca Pharmaceuticals

"Insight and Skill at Assessing the Situation"

"Gerrie helped me navigate through complex political situations and put specific action plans in place to meet critical issues head on. As a result, I have been able to make some very sound decisions about my future with confidence and certainty and develop a keen awareness of my strengths and focus my future on those activities that are professionally and personally fulfilling."

Senior Director, Fortune 500 global corporation

"Revitalized and Refocused Senior Management"

"For 5 years, Gerrie Dresser was probably the greatest single influence on senior management at the Philadelphia Water Department. Her work as our Coach helped our mid-career managers to revitalize, refocus and re-engage with their work. You could identify her clients from the shift in their behavior at work as they began to reconnect with their vision and passion."

Sheila Ireland, former Human Resources/Training Manager, Philadelphia Water Department

"Professional and Invigorating"

"Gerrie's coaching style is professional and invigorating. Gerrie helped me to identify and solidify my goals...and, more importantly, move forward with them! Gerrie has both corporate and coaching experience which really helps her to understand multiple situations and provide rock-solid career advice that is actionable immediately. I would highly recommend Gerrie to anyone who is serious about proactively achieving their goals-you will achieve them!"

Beth Harte, founder, Harte Marketing & Communications; former Marketing Director, SunGard

"Asks the Hard Questions; Holds Me Accountable"

"Gerrie has a key quality for a career coach - asking the hard questions, and holding me accountable for the answers. I get benefit from each session we have - and she has helped me outline a path to focus on my future career development."

Robin Mandell, Consumer Brand Director, Fortune 500 Global Pharma Corporation

"Greater Profitability and Less Time Spinning My Wheels"

"Partnering with Gerrie to increase my business efficiency and bottom-line has been a great investment. Through Gerrie's solid systems, knowledge and experience, I was better able to define my target market, resulting in greater profitability and less time spent spinning my wheels. My business is stronger, and I have an overall better life balance."

Nancy Somers Dougherty: Realtor, Weichert Realtors; Nancy Somers Dougherty, Esq.

"True Partnership and Genuine Interest in Results in Every Conversation"

"Working with Gerrie was a true partnership and her genuine interest in the process and results came across in every conversation. Gerrie's coaching process helped provide clarity and focus to my short and long term career goals. It was a pleasure working with Gerrie and she has my highest recommendations for those seeking to leverage their strengths in their career."

Tim Cathers, General Manager, Petro Holdings

"Long Range 'Encore Career' Planning and Navigating High Stress Corporate Transition... Result, Increased Fulfillment"

"Gerrie is a passionate career strategist and I highly recommend her coaching to anyone who is looking to make a career change or to make your current position more fulfilling. I really enjoyed the work we did together and appreciated her candid insight and suggestions. Throughout the entire process she was right there for me - extremely responsive and supportive. I would recommend Gerrie to anyone looking for help in transition - or to just ensure you are making the most of your current position."

Mindy Long Elmer, Account Executive, Fortune 500 IT/Healthcare

"Genuinely Package Yourself to Show Your Unique Genius"

"Gerrie's tools to discover one's "Unique Genius" are much more than a few personality tests that most of us have done. Her process looks at you as a whole person and hones in on the skills and intangibles so that you can genuinely package yourself in person and in your resume to show your "unique genius." She listens well, challenges, and changes directions if that is needed. I found my association with Gerrie to be extremely productive."

Britta Koch, Engagement Manager, Service-Now