

# BARRY M GEORGE

**Barry M George** is a Certified Professional Coach+Advisor to Executives, Entrepreneurs and their Companies. In addition to the latest research on Organizational Behavior and Development from his 2014 Masters in Science from the University of Texas at Dallas, Barry has over 30 years of operating experience building high performance teams in the technology industry including, start-ups, acquisitions, IPOs and Global 100 companies starting with his own multi-million dollar company as Founder and CEO at 26.

Barry designed the first comprehensive Coaching Software Portal for Coaches and their individual, team and organizational clients. [www.SocraticCoach.com](http://www.SocraticCoach.com).

As Founder/CEO of [Impact Coaching+Advising](http://ImpactCoaching+Advising) Barry has built a Global Coaching Network on his Socratic Coach Platform allowing for both extensive quality control of service delivery and the personal touch of a local Coach+Advisor.

Barry draws on his leadership experience to provide real-world coaching and advisory services. As a coach, he delivers custom-tailored engagements for each executive, team and organization. As an advisor, Barry gives concrete guidance designed to drive results that meet shareholder expectation. As a practical and no-nonsense leader, he believes that executives are too busy for textbook theory, voluminous reports and delay politics. For Barry it's about getting the job done working with executives of like mind.

Barry looks to build on what works and then apply that DNA to organizational challenges. He is naturally wired as a senior executive, which inspires clients to boost their performance to the next level. He has extensive experience in sales and marketing strategies, solution-focused selling, branding, public relations, human resources, and organization development and design. Barry also brings a powerful global understanding leading global teams for US companies as well as North American Divisions for both European and Asian companies.

Barry has managed small teams of experts and over 3,000 in a business unit. Barry has been a CEO, President, COO, General Manager, Chief Marketing Officer, Executive VP, VP Sales and Marketing, VP of Sales and Sales Director for Siemens, Toshiba, CompuCom, SMC, CellLynx, ValidNet and MEI Solutions.

Barry is an accomplished speaker, motivator and sales trainer. He writes and speaks on topics including organizational design, employee engagement, job fit, knowledge flow, cross generations communications, team building, influence and the power of politics in business.

Barry has earned a BA in Economics from the University of San Francisco, MS in Organizational Behavior and Executive Coaching from the University of Texas. He is certified by the International Coach Federation and holds multiple certifications as an assessment analyst by TTI Success Insights in TriMetrix DNA/HD, Emotional Quotient, Behaviors, Motivators, Acumen, Competencies and Comprehensive Job Benchmarking, Placement and GAP Analysis.



## Expertise

### Coaching

Leadership  
Career Acceleration  
Organizational Development High Performance Teams  
High Potentials  
Sales Leadership  
Transition Planning  
Work/Life Integration

### Organizational Behavior

Individual Assessments  
Team/Group Assessments  
360 Assessments  
Organizational Forensics  
Job Benchmarking

### Advising

Executive Team Building  
Business Leadership Training  
Strategic Planning & Execution  
Sales & Marketing  
Channel Development  
Marketing; Digital & Traditional

### Board Availability

Start Up  
Pre-IPO  
Small Cap Public Company  
Non-Profit

