

# CARLANN FERGUSON, M.A.

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## PROPELLING LEADERS AND BUSINESSES FORWARD

Executive coach, consultant, and trusted advisor who delivers practical, insightful solutions that improves bottom-line results, business processes, culture, and leadership. Organizational and personal change management expert who quickly gets to the root cause of a problem, recommends the right course of action, and delivers measurable results. Past award-winning corporate senior global leader with both line and staff experience.

\*Websites & Client Testimonials: <https://propelforward.com> <https://erasingdoubt.com>  
<https://theinsightfulleader.com>

\*LinkedIn Profile & Recommendations: [www.linkedin.com/in/carlannferguson](http://www.linkedin.com/in/carlannferguson)

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## KEY CREDENTIALS

- **Expert Consultant** with over 20 years in Change Management, Organizational Improvement, Strategic Planning and Organizational Design experience. Amazing track record of department and business turnarounds, even in hardcore situations.
  - **Expert Coach, Mentor, and Trainer** to executives, leaders, high potentials, and succession planning candidates for over 15 years. Adjunct faculty for Northwestern University's Leadership Certificate Program and recipient of Northwestern's Distinguished Teaching Excellence Award.
  - **Past Global Corporate Executive** responsible for organizational improvement and leadership development. Experience in both line and staff positions including overseeing a 750-person, 4-shift, cleanroom manufacturing facility. Recipient of companies' highest awards, including two Intel Quality Awards, the Press Ganey Innovation Award, and a finalist for Visteon Summit Award.
  - **Keynote Speaker and Author** on behavioral, personal, and organizational change. Author of *The Insightful Leader: Find Your Superpowers, Crush Limiting Beliefs and Abolish Self-Sabotaging Behaviors* (Prager, 2018).
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## BUSINESS CONSULTING EXPERIENCE & CLIENT SUCCESSES

**Owner, Propel Forward LLC, Orlando, FL**

**2012 – Present**

**Clients** include Charles River Laboratories, Sitel Group, Saint Gobain, Microsoft, Greater Orlando Aviation Authority, Varian Medical Devices, Eisai, Deloitte, ACH Foods and many others.

### Selected Results:

#### **Behavioral Change and Competency Development of Bright Executives**

- Behavioral change of executives perceived as arrogant, demanding, bullying, meek, condescending, etc.
- Preparation of high potentials and successors in the competencies, values, and behaviors required for next level executive positions. 100% placed into targeted positions.
- Mentored executives on vision creation, strategic planning, talent management, organizational design, culture change and various other aspects of executive leadership.

#### **Grew Stagnated Business Revenue and Markets to All Time High**

- Partnered with CEO and Executive Team to deliver clear vision, strategies, success measures, values, and behaviors; aligned & energized team. Identified three key growth areas, allowing company to achieve their best financial year in 6 years. One-year post implementation, revenue at all time high with several new markets.
- Coached and mentored three key leaders on critical skills and personal insights to accelerate results.

#### **Reorganization and Culture Change**

- Partnered with CEO and global team to transform organization and work culture to increase client-centered support, sales, and innovation. Provided support in organizational design, process clarity, and leadership shifts.

#### **Customized Creation of Leadership and Executive Development for Clients**

- Created development models with defined competencies and proficiency levels that were comprehensive yet practical.
- Designed development roadmap, including assessments, action-learning opportunities, training, and unique experiences. Experiences included action learning workshops, blended approaches using real work and mentoring, and out-of-the-box experiences, such as culinary classes using the company's products to understand product features, customer needs and gain broader knowledge of the industry.

#### **Prepared Organization to Grow Globally**

- Assisted Executive Director with cultural considerations for growing business internationally. Provided team of experts in working with the Middle East, Great Britain, South Africa, and Asia. Trained staff to use "International English."
- Results included strong relationships across cultures and signed contracts for future business.

## SUMMARY OF CORPORATE WORK HISTORY

**Meijer Corporation (Retail), Grand Rapids, MI**

**2011-2012**

**Senior Director, Talent Development & Organizational Capability**

- **Culture:** Facilitated culture change to one promoting teamwork and ownership. Maximized synergy across 200 Midwest superstores and 60,000 employees.
- **Organizational Design & Change Management:** Partnered with key executives to increase efficiency and eliminate redundancies across Operations, Real Estate, and Merchandising. Achieved results through structural changes, significant process flow improvements, clear accountabilities, and shared goals. Developed change management and change communications skills in leadership teams.
- **Talent Management Turnaround:** Overhauled organizational structure, aligned success measures to company strategies, profit and revenue. Retooled staff in instructional design. Drove 50%+ reduction in training hours while increasing scores on tests of knowledge and skills and overall performance improvement. Demonstrated \$2.2M year-over-year savings for retail operations due to training. Redesigned processes for goal setting, performance management, talent review, and succession planning.

**Press Ganey Associates (Healthcare), South Bend, IN**

**2008 – 2011**

**Senior Director, Organizational Development**

- **Strategic Planning:** Coached CEO on vision creation and corporate-wide communications. Transformed corporate planning from function-led, conflicting tactical MBOs to corporate strategic planning. Created the first cross-functional corporate communications team to reinforce strategic direction and improve leadership credibility.
- **Organizational Design:** Transitioned organizational structure to market segment alignment supporting increased diversification. Shifted culture to an innovative, professional service company.
- **Business Modeling:** Created external consulting model and trained consultants in custom solutions delivery. Team awarded the prestigious "Innovation Award" for impact to revenue.
- **Culture and Employee Engagement:** Assessed company foundation for creating a great place to work. Overhauled organizational culture survey and initiatives to focus on critical few that increased employee engagement, revenue, and long-term health of company.
- **Acquisition:** Conducted all change management activities related to acquisition of company and warehouses.

**Visteon Corporation (Automotive), Van Buren Township, MI**

**2006 – 2008**

**Global Director, Organizational & Leadership Development**

- **Organizational Resizing:** Provided organizational design and change management efforts to downsize international business to bare bones to retain critical capabilities during bankruptcy due to economic downturn. Resulted in structure that allowed quick rebound when economy turned.
- **Global Operations Turnaround:** Conducted worldwide analysis and drove improvements in global manufacturing processes. Increased quality, increased productivity, and reduced costs.
- **Refocus of International Diversity Teams:** Led diversity special interest groups in expanding their impact by aligning to corporate strategies and significantly contributing to client contracts. Worked with SIG leaders and cross-functional teams to bring company to 100% on Human Rights Campaign's Best Companies. Educated senior leaders on ways to create a more inclusive global work environment.
- **Succession Planning Redesign:** Designed new process resulting in 92% of open positions filled with identified successors (versus 45%). Provided global leadership development to ensure candidates were ready to assume next level expectations. Created acceleration program for underrepresented high potentials.

**Intel Corporation (High-Tech), Santa Clara, CA**

**1995 – 2006**

**Held 5 core management roles in 11 years, culminating with Senior Manager.**

- **Senior Manager, Organizational Development & Training:** Oversaw organizational development, management development, technical training, and Technical Fellows program spanning 13,000 employees across 7 countries. As coach to the executive and management team, provided OD expertise relating to organizational growth, process changes, reorganizations, mergers, and closures.
- **Strategic Planning Manager:** Facilitated vision creation, SWOTTA analysis, environmental scans, scenario planning, competitive analysis, strategies development, action plans and communication plan.

- **Manufacturing Manager:** Led 750-person, 4-shift factory team to highest productivity and quality. Reduced costs by 37%. Received the highest survey scores in trust in management history. Managed \$144M budget.
- **Change/Transition Manager:** Orchestrated merge of two factories into one fully functioning factory. Earned “Intel Quality Award” for “best in class” transition of factory personnel and operations.
- **Organizational Development Manager:** Drove redesign of Corporate Services into a global function. Built cultural understanding and respect in a time when there was little information on working globally. Led redesign of structure and processes to service a global community.

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### EDUCATION

Master of Arts, Industrial-Organizational Psychology, Southern Illinois University, 1983  
Bachelor of Science, Psychology, University of Maryland, 1981

