

KENNETH MAJER

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AUTHOR/SPEAKER ON TOPICS RELATED TO *VALUES-BASED LEADERSHIP*. BUSINESS MANAGEMENT AND LEADERSHIP SPECIALIST SKILLED IN CORPORATE STRATEGY, IDENTITY/BRANDING, ORGANIZATIONAL ALIGNMENT, CHANGE MANAGEMENT, RESKILLING, AND CORPORATE COMMUNICATIONS. EFFECTIVE STRATEGIST WITH PROVEN ABILITY IN COACHING EXECUTIVES AND MANAGERS AT MULTIPLE LEVELS. SPECIAL EMPHASIS ON USING CORPORATE VALUES AS A METHOD FOR ALIGNING CULTURE.

SUMMARY

Dr. Kenneth Majer has been a successful consultant and senior executive for over 30 years. He has been affiliated with leading consulting organizations and founded and managed his own consulting company. Clients include national and international companies and government agencies designing, facilitating and implementing change initiatives in key strategic and operational areas: strategy, branding, corporate identity, communications, organization structure, process redesign, training, and performance management. His clients have included AT&T, Citibank, GTE, Motorola, Moore Corporation, Navigational Technologies, Pacific Gas & Electric, Sharp HealthCare, State Farm Insurance, Netscape, Nissan Corporation, Intel, Toyota Financial Services, the U.S. Government, and many other large and small companies and government agencies. He has recently written a book entitled *Values-Based Leadership—A Revolutionary Approach to Business Success & Personal Prosperity*.

SIGNIFICANT ACCOMPLISHMENTS

- ▲ Currently, President of MajerStrategies, Inc. and a San Diego Chairman of The Executive Committee, a member organization of over 8000 CEOs worldwide dedicated to increasing the effectiveness and enhancing the lives of CEOs.
- ▲ Invited speaker including two addresses at White House Conferences on the Consumer and the Financial Services Industry.
- ▲ Design and development of a worldwide implementation of strategy for a process redesign/culture change initiative for Navigation Technologies, the premier global developer of electronic information for establishing geographic locations.
- ▲ Facilitated executive management orientation training programs for a new global branding initiative for Nissan Corporation and Nissan's Infiniti Division.
- ▲ Strategic communications design and development for Motorola during the turnaround of this \$30+ billion company from a product-based, engineering-driven company to a customer-facing, solutions orientation.
- ▲ Executive coaching, vision/mission development, distance learning program design and development, and knowledge management program design and development for implementing an automated sales process for 70,000 agents and staff at State Farm, the world's largest insurance agent workforce.
- ▲ Design of Netscape's Intranet HR Services website.

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- ▲ Strategic communications program for AT&T's 3.2 million shareholders during the divestiture of the world's largest corporation.
- ▲ Restructure and outsource design for professional services to Sharp HealthCare.
- ▲ Reengineering strategy for the customer service process for the Los Angeles County Retirement Association.
- ▲ Course design and delivery for the Executive Program for Scientists and Engineers at the University of California.
- ▲ Design and development of the Certification Examination for admissions to The Registry of Financial Planning Practitioners for the International Association for Financial Planning.
- ▲ Developed and implemented international education and training programs for the U.S. Agency for International Development.

BACKGROUND

Current Chairman, The Executive Committee, San Diego
 CEO, MajerStrategies, Inc.

1995-99 Senior Consultant, C-Change, Inc. (Change Management Consulting), San Rafael

1993-95 Strategic Change Consultant, San Francisco and San Diego

1992-93 Principal, CSC Index, (Reengineering Consulting), Cambridge and San Francisco

1988-91 Executive Vice President, Siegel & Gale (Branding, Corporate Identity and Strategic Communications), New York and San Francisco

1982-88 President and CEO, Consulting Group, Inc., San Diego

1970-82 University Professor, Indiana University, and Academic Administrator, University of California, San Diego (UCSD)

EDUCATIONAL BACKGROUND

AB	Psychology	Stanford University
MS	Educational Psychology	Florida State University
PhD	Instructional Systems Design	Florida State University

PERSONAL

Married, enjoys sailing, tennis, novels and exploring the California wine regions.