



Gary A. Schmidt, CFP








Specialist in the Executive Mindset
Greater Los Angeles Area | Management Consulting

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Current	West End Consulting Group, LLC
Previous	PacifiCare Health Systems, First Interstate Bank, Booz Allen Hamilton
Education	University of Pennsylvania - The Wharton School
Recommendations	21 people have recommended Gary A.
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Consumer Research Manager

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Summary

I specialize in understanding the intricacies of the executive mindset, leveraging this unique expertise to help clients in two distinct ways.

EXECUTIVE COACHING

I coach a very select group of high potential/high IQ executives (and aspiring executives) to better navigate the challenges that characterize their careers. Understanding the intricacies of C-suite communications and behavioral subtleties/expectations can present a real challenge – and discussing these issues internally can be perilous.

Savvy executives know that having a trusted confidant by their side to discuss sensitive or difficult topics openly can greatly enhance their effectiveness and success. Whether tested by a corporate takeover, or vying for the CEO role in a highly competitive selection process, my clients consistently prevail.

EXECUTIVE PRESENTATIONS

In developing executive level presentations, it's critical to understand the subtleties of what top executives and Board members expect. I help professionals distill highly technical, complex or sensitive matters into clear, concise and compelling presentations in two ways:

- 1) **By Doing:** Crafting and/or editing critical, career-influencing presentations for professionals facing situations where their work absolutely, positively HAS to hit the mark and be clear, compelling and persuasive.
- 2) **By Teaching:** Leading Presentation Development Seminars that are highly customized to each client's unique situation. These seminars incorporate a set of practical, hands-on techniques and practices that speak directly to the executive mindset. Attendees learn to develop and deliver effective executive level presentations faster, more effectively and with significantly less stress;

Effective executive interactions require career strategies, behavioral approaches and communication techniques that speak directly and effectively to the executive mindset. I'm the experienced guide who can help you navigate C-Suite matters and issues most successfully.

Experience

Chief Catalyst

West End Consulting Group, LLC
August 2005 – Present (11 years 11 months)

West End Consulting assists highly intelligent executives and professionals who deal in complex issues navigate the intricacies of C-Suite communications through:

- 1) Executive Coaching,
- 2) Executive Presentation Strategy & Development Support, and

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Chief Marketing Officer

PacifiCare Health Systems
1994 – 1997 (3 years)

SVP - World-wide Advertising

First Interstate Bank
June 1986 – May 1994 (8 years)

Corporate Strategy Consultant

Booz Allen Hamilton
June 1983 – April 1986 (2 years 11 months)



Education

University of Pennsylvania - The Wharton School

MBA, Research, Business Strategy, Graduated with Honors



Harvard University

AB, Economics



Member of Harvard-Yale Varsity Select Track Team; competed internationally

Voted All-American in the 400 meter hurdles by Track & Field News and Coaches magazine

Harvard Club Scholar

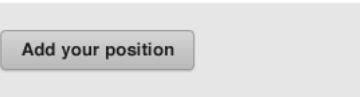
Skills

- Marketing Strategy Management Consulting Strategy Strategic Planning
- Presentation Development Presentation Coaching Technical Presentations
- Written & Oral Presentation Skills Presentations Persuasive Presentations
- Written Presentation Training Business Strategy Training Executive Coaching
- Executive Management Leadership Management Start-ups
- Business Development Financial Services Product Marketing Strategic Partnerships
- Analytics Business Planning Healthcare Entrepreneurship Data Analysis
- Change Management Marketing Consulting Program Management
- Leadership Development Advertising Project Management Competitive Analysis
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Certifications

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Certified Financial Planner

CFP Board of Standards

Recommendations

A preview of what LinkedIn members have to say about Gary A.:

“ Gary knows the mindset of executives very, very well and can very effectively guide people new to the C-Suite or those presenting to people at the top. As the...
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“ Gary is an invaluable, yet poorly-guarded trade secret – think Coke recipe posted on the internet – who represents a competitive advantage to any firm...
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