

# CARLANN FERGUSON, M.A.

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## KEY CREDENTIALS

- **Global Corporate Executive** with proven results transforming teams to passionate, results-oriented, cohesive teams who earn the respect of the executive staff and Board of Directors
  - **Master Certified Coach** with thirty years experience with proven turn-around results
  - **Expert Consultant** with over 15 years in Strategic Planning, Change Management, Organizational Improvement, Organizational Design, Succession Planning and Leadership Development
  - **Recipient of companies' highest awards** including two Intel Quality Awards, the Press Ganey Innovation Award and finalist for Visteon Summit Award. Amazing track record of department and business turnarounds, even in hard-core situations.
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## WORK HISTORY

Northwestern University, Chicago, IL

2014 – Present

### Adjunct Faculty, Leadership Certificate Program

- **Leading Change:** Deliver two-day action learning workshop on “Leaders as Change Agents” for Northwestern’s Leadership Certificate Program to adult leaders and professionals. Course includes all aspects of change management as well as increasing personal influence and impact.

Propel Forward LLC, Orlando, FL

2012 – Present

### CEO and Leader Accelerator

**Clients** include Eisai Pharmaceuticals, Intel, Deloitte, Gaines International, Crowe Horwath LTD, Gilt Groupe, ACH Foods, Press Ganey, and Honeywell.

- **Leadership Performance Breakthroughs.** Utilized a variety of techniques to guide high potential leaders through major behavioral and performance breakthroughs in very few sessions. Resulted in observable and measurable differences in interactions and outcomes.
- **Growth of Stagnated Business:** Partnered with CEO to provide strategic and leadership consulting. Sessions resulted in compelling vision, strategies, success measures, values, and behaviors. Identified 3 key growth areas enabling company to achieve their best financial year in 6 years. Coached and mentored 3 key leaders on critical skills and personal insights to accelerate promotions. One year post implementation, revenue at all time high with entry into identified markets.
- **Large-scale Change Management:** Engaged with clients on needs analysis, recommendations and implementing solutions relative to changes in markets, business processes, employee engagement, organizational structure, and international growth. Created comprehensive change management roadmaps to ensure adoption and sustainability of change. Provided change management action learning sessions with leaders. Resulted in compelling visions of change, detailed action plans, stakeholder engagement plans and internal and external communication plans. Achieved 100% adoption of changes.
- **Assessment of Newly Acquired Leadership Team:** Analyzed assessment feedback and conducted interviews to determine strengths, challenges, and opportunities. Developed a clear picture of the current state and needs of the business, raising critical unnoticed issues. Recommended 4 strategic initiatives and 4 quick wins to accelerate leadership team success.

Meijer Corporation (Retail), Grand Rapids, MD

2011 – 2012

### Senior Director, Talent Development & Organizational Capability

- **Talent Management Turnaround:** Overhauled organizational structure, retooled staff, and hired key leaders. Redesigned processes for goal setting, performance management, talent review, and succession planning. Drove 50%+ reduction in training hours while increasing scores on knowledge and skill tests. Automated performance management and training systems.
- **Organizational Design & Change Management:** Partnered with executives to increased efficiency and eliminate redundancies and costs for several departments. Achieved results through significant process flow improvements, clear accountabilities and shared goals. Developed change management and change communications skills in leadership teams.

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**WORK HISTORY CONTINUED****Press Ganey Associates (Healthcare), South Bend, IN**  
**Senior Director, Organizational Development****2008 – 2011**

- **Creation of OD Function:** Built the OD and training function using internal professionals from other departments. Educated team in the theories, applications and skills. Automated team processes and organizational wide systems for performance management, training and succession planning. Team earned reputation for positively impacting revenue.
- **Strategic Planning:** Coached CEO through vision creation and communications. Switched planning from tactical MBOs to strategic planning. Formed a corporate communications team to update employees on key strategies and corporate news.
- **Organizational Design:** Transitioned organizational structure to market segment alignment supporting increased diversification. Shifted culture to an innovative, professional service company.
- **Culture and Employee Engagement:** Overhauled organizational culture survey to focus on few key initiatives that increased employee engagement, revenue and long-term health of company.
- **Preparation for International Growth:** Analyzed structure, processes and interactions to identify changes needed to grow company into an international business. Trained upper management and sales teams in cross-cultural awareness and International English. Identified organizational-wide changes required to support the addition of more clients and employees.

**Visteon Corporation (Automotive), Van Buren Township, MI**  
**Global Director, Organizational & Leadership Development and Diversity****2006 – 2008**

- **Organizational Resizing:** Provided organizational design and change management efforts to downsize international business to bare bones in order 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 and leadership to increase quality, increase productivity and reduce 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 to bring company to 100% on Human Rights Campaign's Best Companies and to educate senior leaders on ways to create a more inclusive global work environment.

**Intel Corporation (High-Tech), Santa Clara, CA**  
**Held 5 core management roles in 11 years, culminating with Senior Manager.****1995 – 2006**

- **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%, and received the highest survey scores in trust in management history. Managed \$144M budget.
- **Change/Transition Manager:** Orchestrated merge of 2 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  
Bachelor of Science, Psychology, University of Maryland

