



Jordan Goldrich, LCSW, CEAP

Professional Expertise/Services

Jordan Goldrich is an associate of CUSTOMatrix, a San Diego based management consulting company providing outsourced senior executive expertise in all organizational disciplines for both small and large companies on a full or part time basis . CUSTOMatrix hands-on consultants provide the necessary missing pieces to achieve corporate success.

Jordan is the CUSTOMatrix HR/OD practice lead. As a consultant and executive coach, he assists senior leaders to stop the drain of money, people and productivity that results when valuable executives do not work effectively with customers, peers and reports. He assists organizations to develop their leadership bench strength and to decrease the risk of failure for new executive hires. A specialist in resolving workplace conflict, he helps organizations create high performance coaching cultures to attract, retain and motivate talented employees.

Jordan's qualifications include 30+ years of successfully assisting organization improve their results, manage performance and develop their leaders and managers. He is adjunct faculty for the Center for Creative Leadership and is certified in the Center's suite of multi-rater assessment tools. Jordan co-designed and is the program advisor for the San Diego State University Professional Certificate Program in "Coaching For Organizational Excellence." He received the "Outstanding Instructor" award in 2005 for his work in the program. He is certified in DISC, Meyers-Briggs, FIRO-B, California Personality Inventory, Workplace Big Five Profile and others.

Jordan's clients include The San Diego Union-Tribune, The San Diego Superior Court, PacifiCare, San Diego State University, the Navy, the Marines, the San Diego Health and Human Services Agency and several city governments. He has worked with General Dynamics, Costco and the San Diego Padres.

As Senior Vice President, Operations Jordan managed a firm providing managed behavioral health services and Employee Assistance Programs. The firm grew 800% in seven years on the strength of its reputation for quality and service. It attained a California HMO license and was purchased by Wellpoint Health Networks, one of the worlds largest healthcare providers.

Jordan has developed successful programs in Coaching For Performance and Development, Candid Conversations, Conflict Resolution, How To Be 100% successful In Conversations About Performance and Customer Service With An Upset Public. He is Past President of the San Diego Chapter of the Professional Coaches and Mentors Association (PCMA). His article, "Coaching: A Map of The Territory" is featured in PCMA's publication: Coaching For The New Century. He received his Master of Social Work and Master of Arts in Education from Washington University in St. Louis, MO. He is a licensed clinical social worker and a Certified Employee Assistance Professional.

Recent Assignments - Examples below

- Center for Creative Leadership- Subcontractor-
- San Diego State University Extension- Certificate Program in Coaching For Organizational Excellence- Taught 2 classes, Coaching Essentials for Performance and Development and Assessment, Feedback and Performance
- San Diego Gas and Electric- Director Level

**Education and Professional Affiliations**

- MSW and MAED (Counseling), Washington University, St. Louis, Mo.
- BA, Psychology, SUNY Stony Brook
- Licensed Clinical Social Worker
- Certified Employee Assistance Professional
- Qualified in Myers Briggs Type Indicator
- Center for Creative Leadership Suite of 360 Assessments
- FIRO-B
- California Personality Inventory
- Workplace Big 5
- DISC

Contact Information

CUSTOMatrix, Inc.

P.O. Box 420517

San Diego, CA 92142

Tel 858-663-5658

Email: jgoldrich@customatrix.com

Website: www.customatrix.com