



**Craig Martin, MCC**  
**President, Orion Professional Development**  
**Principal, EUROUS Global Executive Leadership**

Craig Martin's coaching and consulting focuses helping leaders form great teams and teams to do their "most important work" -- great initiatives that often require us to draw deeply within ourselves and connect with what matters most to accomplish great and lasting works.

### **Professional Expertise/Services**

The foundation of Craig's approach to leadership development is his 18 years of line management experience in marketing and financial services, including his position as a vice president at Charles Schwab & Co. The first ten years of Craig's career was in account management for leading advertising agencies in New York and San Francisco, where he developed a specialty in the technology sector. A native to the Bay Area, Craig has been around the Silicon Valley since the early 1980s when he helped launch the Apple Macintosh in 1984.

### **Recent Assignments** - Examples below

- Executive coaching of new CEO of \$500mm company recently promoted from CFO to enhance leadership communications and effective management of his executive team.
- Consulting of management team of \$70mm company to improve cross-functional collaboration, achievement of corporate goals and development of successors.
- Providing leadership training of all corporate leaders from general managers to executive level.

### **Education and Professional Affiliations**

University of California, Berkeley, BA Political Science •  
Master Certified Coach, International Coach Federation (ICF) •  
Certified Integral Coach, New Ventures West Professional Coaching Program, San Francisco •  
Qualified Administrator, Myers-Briggs Personality Type Instrument (MBTI)

### **Contact Information**

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