



### **Racanelli Partners, Inc.**

Racanelli Partners Consulting is an innovative consulting firm that helps clients create, pursue and attain their strategic vision.

### **Professional Expertise/Services**

With specialties in strategic planning, leadership development and organizational assessment, Racanelli Partners serves an international clientele comprising not-for-profit organizations focused on conservation and environmental causes, early stage entrepreneurial businesses and some of the nation's leading aquariums and museums. Founder and President John Racanelli has gained significant C-level experience in 30 years leading both businesses and non-profits, and has launched a number of organizations from the ground up, among them the Monterey Bay Aquarium and the Florida Aquarium. The firm was founded in 2000 and is based in San Francisco.

### **Recent Assignments**

- **Google, Inc.:** Led project team of Googlers and outside experts in development of "Ocean in Google Earth", a major enhancement of Google Earth
- **Deep Search Foundation:** Executive Advisor to renowned oceanographer/explorer Sylvia Earle PhD, incorporated new 501c3 entity, wrote business plan, launched fundraising campaign
- **CEO Coach and Advisor:** convene monthly peer meetings of CEOs to discuss and resolve issues and opportunities in a confidential, non-competitive environment
- **International Union for the Conservation of Nature, World Commission on Protected Areas-Marine (WCPA-Marine):** led and facilitated development of organizational assessment and strategic business plan, including Global Plan of Action, Strategic Business Plan and Resource Mobilization Plan
- **National Aquarium Institute:** design, implement and report organizational assessment; lead management team through employee engagement and performance improvement program
- **Western Athletic Clubs:** developed/implemented custom Values-based organizational 360 self-assessments and reported results to executive management
- Have led over 30 strategic business planning processes for wide range of clients

### **Education and Professional Affiliations**

- B.A. Strategic Management, Dominican University of California
- Undergraduate studies in Environmental Planning, University of California Santa Cruz
- Qualified in Myers Briggs Type Indicator
- Facilitator, Table Group Two-Day Executive Team Offsite
- Member, International Federation of Executive Coaches

### **Contact Information**

John Racanelli, Founder and CEO  
Racanelli Partners, Inc.  
PO Box 151019  
San Rafael, CA 94901  
415.453.5419  
[www.racanellipartners.com](http://www.racanellipartners.com)