

Barry Sagotsky
Magnolia Lane Consulting
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www.magnolialaneconsulting.com

CAPABILITIES

I help people and organizations clearly define goals, clearly understand and define the current situation, and develop and execute appropriately detailed plans to best achieve the desired result, regardless of whether they initially thought it possible. This is done in an extremely time and cost-effective manner.

My skills span a great dynamic range, as the situation requires. I have been an effective facilitator, coach, organizer and leader of executive and project teams. I bring a sense of excitement, fun and engagement to the executives and teams I work with. Even years later, people remember and apply the lessons learned in my coaching and workshops.

I have extensive experience in influencing and conflict resolution, with both individuals and organizations at the functional and business unit level. An excellent mediator, I am trusted by clients to look at situations objectively and to provide appropriate support, coaching and consulting to allow them to get the results they want.

ACCOMPLISHMENTS

I have been a successful coach, consultant, facilitator, trainer, and leader for over 35 years. I am expert in a number of organization and employee development disciplines including Structural Consulting. I have managed as much as \$30 million in accounts and facilitated and led business planning for as much as \$3 billion with senior management teams. I have managed and been responsible for P&L of a global practice with over \$5 million in fees. I have worked on teams to design and implement cultural and change management systems for up to 70,000 employees. I have worked in organizations ranging from myself as sole proprietor to 20,000+ employees.

Executive Coaching – I have been an executive and management coach for over 30 years both internal and as a consultant. I have flexibility in approach that includes company specific internal language, metrics, instruments and cultural norms to the use of widely available instruments such as Hogan and MRG, and interviews with key stakeholders. I have worked in cooperation with the Leader's manager and HR/OD as the organization and situation requires. My approach is always focused on development leading to increased strategic competitive advantage for the organization.

Global Experience - In Western and Eastern Europe and North America I worked with senior management teams to create country and region specific strategies linked to customer and market needs. I then continued work with those teams to better assure successful implementation of the agreed upon plans. I have also worked with most corporate functions including Marketing and Sales, QA/QC, Legal, Corporate Audit, Information Services, Clinical Research, Manufacturing, Engineering, Facilities, Human Resources and Business Development. I also coached many General Managers and senior leadership team members individually and with their respective teams. I have facilitated regional specific white papers, participated on small teams charged with global alignment and have also worked in regional Organization Design and Effectiveness. I have chartered global teams and projects and consulted during project implementation.

During my career, I created an internal strategic business planning function, a new key client relationship management function, a new business focused on successful outsourced research and development and a successful international training media distribution company. I championed and created a corporate diversity program including custom sex harassment training even though the corporation was at first neutral or unwilling to lend support. I participated on a team of four to develop the Johnson & Johnson Credo Survey process. I am included in the book, "Learning Journeys", with 37 well-known management consultants and leaders. I am also quoted in Robert Fritz's books Corporate Tides and Path of Least Resistance for Managers. I have a certificate in Organization Structural Consulting.

National presentations include: ASTD, DIA Global and Europe, AQP, NMHCC, MAGI and Pharmillennium. I have been on the curriculum committee for PERI. I have acted as advisor to the Journal of Biolaw and Business, Leadertalk program on PBS Business Channel, World Economic Development Congress and others. I founded and owned Sagotsky Multimedia, a leading distributor of training and development media for over 25 years.

Work History

Magnolia Lane Consulting Principal	May 2002- present
GCI Group New York, N.Y. SVP, Director, Global Patient Recruitment	July 2001 to May 2002
The Pacesetter Group, Princeton, N.J. Vice President	August 1998 to July 2001
Schering-Plough Pharmaceuticals, Kenilworth, N.J. Management Training	January 1990 to August 1998
Janssen Pharmaceuticals, Piscataway, N.J. Managed Care Manager	May 1982 to December, 1989
	1988-89
	1987-88
	1985-86
	1982-85
Sagotsky Multimedia Owner / Principal	May 1973-May 1998
Princeton Communication Group General Manager	June 1971 to May 1973
Applied Data Research Programmer / Analyst	September 1969 to June 1971
Princeton – Pennsylvania Accelerator Project Programmer	January 1968 to August 1969
New Brunswick Scientific Technician	September 1967 to January 1968

Selected Volunteer Experience

Eden Foundation
INROADS
Union County Long Range Planning Committee

Associations

MENSA
Society of American Magicians

Education:

B.A. English Rutgers University, New Brunswick, N.J. 1967
MBA Rutgers University Newark, New Jersey 1990
Adjunct Faculty Rutgers Advanced Management Program 1975-76
Adjunct Faculty Rutgers Graduate School of Management 1990-91