

## **Judy Berman, ACC, MBA**

### Business Experience

Judy is a sales and marketing executive with more than 20 years of progressive experience at Dow Jones/The Wall Street Journal, the Chicago Tribune and most recently the Baltimore Sun Media Group (BSMG). As the Senior Vice President, Sales and Marketing at BSMG, she was responsible for advertising and consumer revenue, plus business and consumer marketing for a diverse portfolio of print and digital products. In that position she also led and mentored a team of sales, marketing and creative services staff and was an expert at guiding employees through times of company and industry change.

Judy has expertise in all facets of sales and marketing, including sales force development, brand marketing, digital marketing, direct marketing, CRM, creative development, sales force support and market research. She is known for her deep operational experience and her ability to collaboratively develop strategies, communicate them effectively and execute them with urgency.

### Education/coaching credentials

Judy holds an MBA from the Anderson School at UCLA and a BA in Psychology from Bryn Mawr College. She is an Associate Certified Coach (ACC) through the International Coaching Federation, having completed her postgraduate studies at the College of Executive Coaching, the leader in coach training for professionals with graduate degrees. She is a certified consultant for the Harrison Assessment, a work preference inventory and development tool used around the world by companies such as Dole, Cathay Pacific and Travelers Insurance. She is also certified in the EQi-2.0, a leadership development tool based on the concept of Emotional Intelligence that can be used with both individuals and teams to enhance performance.

### Personal information

A native of Philadelphia, Judy lived in the San Francisco bay area and Chicago before moving to Baltimore in 2008. She is a member two United Way of Central Maryland boards, the Partnership Board for Baltimore County and the Development Subcommittee. She and her husband Bob Thompson are passionate travelers, having visited many countries in Europe, South America and Africa.

### Coaching Philosophy

I strongly believe that the best teachers are also the best students. I strive to bring what I call the three C's, critical thinking, compassion and curiosity, to every engagement.

Whether I am working on marketing projects or with my coaching clients, I look for the right balance of data analysis and creative thinking. I believe that to be effective, both art and science are required.

As a leader, I worked to create an environment that made people feel valued and believe they can and do make a difference. In my coaching, I work with business leaders on their personal development as well as their leadership abilities. Treating your employees with respect, while you work as a team to help make the organization profitable, are cornerstones of my philosophy.

## *Testimonials*

*As a person who sits atop of a small company, having an extra pair of eyes and ears is invaluable. Judy invested the time in understanding my business model, so as my coach, she is able to challenge my decision-making process with credibility. She holds me accountable and celebrates my successes in ways that are both effective and meaningful.*

*–Randall Kenneth Jones, Founder and President, MindZoo*

*I worked with Judy for more than a decade at The Wall Street Journal and I wouldn't be where I am without the special brand of 'tough love' that she continues to give me as my coach.*

*-Robert Jackson, Vice President, Client Services, iControl Universal Collaborative Solutions*

*Coaching and mentoring are crucial components of Judy Berman's leadership approach. She excels at creating a work environment where employees are encouraged to build on their strengths to provide the best benefit to the company's mission and to themselves. Judy works well with diverse groups of people and is very adept at assessing and building talent. Her individual coaching emphasizes long-term progress and development, within the framework of company goals and strategy. Judy's rare combination of intellect and compassion set her apart as a uniquely gifted mentor.*

*– Anne C. Lepore, Marketing Content Manager, Aerotek*