


GENERAL PROFILE		
<b>David L. Rickabaugh</b>		
<b>Company Name:</b>	<b>GumballEnterprises</b>	
<b>Residence Country</b>	United States of America	
<b>Languages</b>	English, basic familiarity with French and Spanish	
<b>Contact Information:</b>	Address	1424 11 <sup>th</sup> Ave. Suite 400, Seattle, WA 9811
	Email	<a href="mailto:hello@gumballenterprises.com">hello@gumballenterprises.com</a>
	Website	<a href="http://www.gumballenterprises.com">www.gumballenterprises.com</a>
	Contact Number	(206) 931-1865
PROFILE DETAIL		
<b>Education</b>	MSc Coaching Psychology, University of Sydney (Australia) MS Information Systems/E-commerce, DePaul University BA Communication Studies, University of California, Santa Barbara	
<b>Certifications</b>	ICF Professional Certified Coach (PCC) – in process The Leadership Circle 360 Hogan Personality Inventory Suite R2 Strengths Profile – in process LUMA Institute System of Innovation (design thinking methods) ICF PCC (in process)	
<b>Areas of Expertise</b>	Executive Coaching, Leadership Development, High Potential Coaching and Development, Cognitive Behavioral Coaching, Complex Systems, Positive Applied Psychology, Navigating Change and Transitions, Sociocognitive Development, and more...	
<b>Industry(s)</b>	Technology, Logistics, Publishing, Retail, Wholesale, Government, Education, Financial Services, among others.	
<b>Audience Segment (EE, Mgr, Leader, Hi-Po)</b>	Executive, Director, Manager, High Potential, Individual Contributor	
<b>Years of Facilitation Experience</b>	3, plus more as a business leader	
<b>Years of Coaching Experience</b>	3, plus more as a business leader	
<b>Years of Consulting Experience</b>	9+	

<b>Years of Training Experience</b>	N/A
<b>Years of Design Experience</b>	N/A
<b>Years of Data Analysis Experience</b>	25+
<b>Assessment Tools</b>	The Leadership Circle Hogan Assessments Personal Directions Inventory VIA Character Strengths StrengthsFinder R2 Strengths Profile
<b>Other related experience</b>	25+ years of business leadership, including executive level (VP) operating experience. Global and overseas business experience.
<b>Sample Clients</b>	
<b>Level of Clients Coached</b>	Executive (C-Suite, E/SVP, VP), Director, Manager, Individual Contributor
<b>Style</b>	Client-centered. Warm, engaging, curious, supportive, leveraging evidence-based methods, which have been proven effective through academic and scientific research.
<b>Length of Sessions</b>	Varies – typically 60 minutes.
<b>Other</b>	

## BIO

David has 25+ years of business leadership experience, including at the executive level, and he holds a Master of Science in Coaching Psychology from the University of Sydney. David works with individuals on leadership development, values and goals, productive communication, relationship development, and mental hygiene. His sincere interest in helping leaders to be more successful and satisfied in their professional and personal lives creates a trusting environment, where it is safe to take the risks required for long term change. He's known for being a deep listener with a warm, engaging style, and for quickly building trust with a client.

As a former VP of Digital and Ecommerce, and with a customer experience and retailing, David has worked to innovate, develop new products and processes, unearth key customer insights, develop customer-centric teams, and transform businesses. David is highly analytical and intuitive, possesses strong communication and interpersonal skills, and he is an adept strategic and systems thinker.

David has experience in working with individuals in small and midsize organizations to Fortune 500 enterprises, as well as in the public sector, including individual contributors, mid-level and senior managers, S/E/VPs and C-level leaders. David has experience with individuals in a variety of industries including technology, logistics, publishing, retail, wholesale, government, education, and financial services.

David works collaboratively with each client to design a coaching plan in the first few sessions, and this plan continues to evolve throughout the engagement. Such a plan typically involved helping clients identify and achieve their goals and become more effective leaders by working with their assumptions, behaviors, thoughts, and emotions, in the context of their environment.

### Examples of Expertise:

- **Senior Leaders (SVPs, EVP)**, Fortune 500 logistics firm: working with senior leaders to help them to understand their current leadership impact via the Leadership Circle 360 and to design development plans to enable each of them to have their desired impact. Focused on building self-awareness, developing systems awareness, and educating on the cognitive, emotional, and behavioral aspects of effective leadership.
- **School District Superintendent & Leadership Team**: leveraging The Leadership Circle 360 to develop more effective and collaborative leaders across the district, involving a 12-month program for 28 leaders, extensive coaching, and three workshops.
- **Vice President, Investor Relations**, forest products company: assisting client transition to next career opportunity by helping clarify and refine goals, develop an effective resume and marketing materials, develop and execute a search plan.
- **IT Director**, grocery retailer: enabling client to be more effective by using cognitive restructuring to replace automatic negative thoughts with performance enhancing thoughts, building confidence and positivity, and leveraging models of leadership to be a proactive leader with a broader and more creative vision.
- **Senior Fashion Designer**, global bridal fashion wholesaler: helping client to create a realistic perspective of existing challenging work environment, to challenge family of origin values, and to create a vision of ideal role, which client secured prior to the end of coaching engagement.