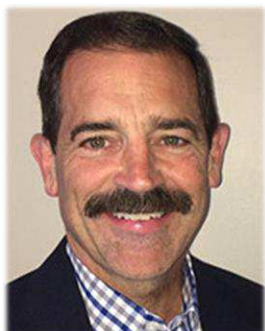


DOUG HERSHEY BIOGRAPHY**DOUG HERSHEY**

Doug has more than 31 years of experience in building successful businesses as well as certification as a coach by The Institute of Professional Coaches (IPEC) and a Certified Four Decisions® Business Coach.

In 1984, he went to work for a start-up company and experienced what it takes to build an organization from scratch to employing over 500 employees. That business, New Pig Corporation, became the #1 brand in its industry niche and passionately served thousands of companies domestically and internationally. As the organization grew, so did Doug: from directing an award-winning creative and marketing department, to leading a sales and customer service team, to completing a multi-million-dollar acquisition effort and as Executive VP, serving on multiple subsidiary boards.

Doug's purpose is to ignite business growth and leadership development. Using the proven Four Decisions® methodology, he helps leaders create a culture of harmony and accountability.

Doug and his wife, Jill, have two grown children and a new granddaughter. He is active in Hillside Community Church and enjoys cycling, golf, table tennis and reading.

Executive Summary

Before becoming an executive team leadership coach, Doug Hershey was Executive VP at New Pig Corporation. One of the first employees hired in the startup, he helped it grow to over 500 employees worldwide and served in multiple functions over the 31 years. Including, sales management, customer service, product management and product development.

Industry Specialties

- B 2 B
- Direct marketing
- Industrial Safety Products

Coaching Specialties

- Executive Coaching
- Leadership Team Alignment
- 3+ Year Organizational Direction Planning

Specific Expertise

- Catalog Marketing
- Sales Management
- Customer Service

Current

- Founder, Thought iQ, LCC
- Four Decisions Certified Coach, Gravitas Impact Premium Coaches

Past

- Executive Vice President, New Pig Corporation
- Manager of Direct Marketing & Catalog Development, New Pig Corporation
- Altoona Sunrise Rotary
- Elder at Hillside Community Church
- Praise and Worship Band
- PA Keystone Chapter MS Society Golf Tournament Committee
- Precious Life past board member

Education

- BS, Penn State University
- iPEC Certified Coach