

KEN ESTRIDGE BIOGRAPHY**KEN ESTRIDGE**

Ken brings over 40 years of experience as an entrepreneur, business leader, venture capitalist, management consultant and executive coach to his work with clients. He is an expert at helping company leaders maximize their effectiveness and build high performance teams and has helped many companies get the right people in the right roles.

A Four Decisions® Certified Coach since 2009, Ken has worked with the leadership teams of over 100 growth companies ranging in size from \$3M to \$650M in revenue. He has coached executives in over 25 Fortune 500 companies as well as leaders of many privately-owned companies. He is a certified Topgrading coach and a Certified Executive Coach. He is also certified in the use of numerous assessment tools.

Ken is a master at helping clients create winning strategies, having written numerous business plans and critiqued hundreds of them in his 20-year career as a venture capitalist and Angel Investor. He loves to work with the leadership teams of high-growth companies and help them achieve their goals. He applies the Four Decisions® methodology to help businesses align their teams and use proven best practices in the execution of their strategic plans.

An active musician and composer. Ken has written over 100 songs including the score for an original musical comedy while he was an undergraduate at MIT. He is an avid skier and photographer. His wife is a Life Coach & accomplished photographer and his daughter is a graphic artist.

Executive Summary

Ken Estridge began his career as an investment research analyst for Fred Alger & Co., and then became Director of Corporate Finance for Ladenburg Thalman. Subsequently, he founded and led 10 companies in the health-club industry, staffing industry and video game industry. In 1997, he became a partner in an early-stage VC firm. He began management consulting and executive coaching in 2002. He leverages his extensive management experience to help clients improve business profitability and performance.

Industry Specialties

- Technology & IT Services
- Digital Marketing and E-Commerce
- Food Manufacturing & Distribution
- Staffing – IT, Engineering, Health Care & more
- International Education & Online Learning

Coaching Specialties

- Leadership development
- Building High-Performance Teams

Specific Expertise

- Strategic Planning
- Effective Execution
- Team meeting facilitation & development
- Marketing and sales management
- Financial analysis and planning

Current

- President of Enterprise Development Group, Inc.
- Certified Executive Coach with KornFerry International
- Senior Executive Coach and Consultant, Executive Core
- Founding Member of Sidecar Angels

Past

- Founder, President & CEO, Joy of Movement Centers
- Founder, President & CEO, Sportsclub Fitness Centers
- Co-Founder and Chairman, Sales Temps
- Co-Founder and CFO, Zebulla Interactive Games
- President, Intersoft Technology
- Director, Softworld, Inc.

Education

- Doctor of Business Administration, Harvard Business School
- M.S. in Management, MIT Sloan School of Business
- B.S., Massachusetts Institute of Technology (MIT)