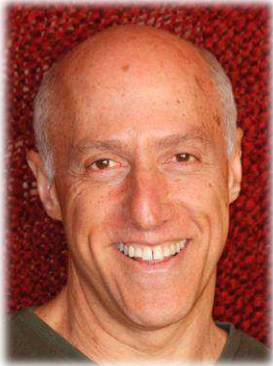


# LES RUBENOVITCH BIOGRAPHY



## LES RUBENOVITCH

Les leverages more than 35 years of executive experience and 13 years with the Four Decisions® methodology to help clients improve leadership and more rapidly accelerate growth. He leads a team of entrepreneurial business advisors who assist clients with strategic planning, executive coaching, marketing, and sales channel development.

After gaining an understanding of the client's culture, challenges and goals, Les provides strategic direction and assists the company in refining its offerings in anticipation of changing market needs. His clients have included winners of Profit 500, *Deloitte Canada's 50 Best Managed Companies*, *Inc 500 fastest growing private companies*, *Internet Retailer Research: Global Top 1000 Online Retailers (#423)*, *Forbes 25 Fastest Growing Tech Companies*, among many awards.

As a long-standing Gravitas Impact Premium Coaches Senior Advisory Board member, Coach Emeritus and Master Trainer, Les plays a critical role in developing programs that assist new and experienced coaches. He has personally led certification training for over 250 coaches worldwide. He also lends his expertise as an advisory board member to private companies and has contributed to CNNmoney.com's "Ask the Expert" column and his work has been featured numerous times in Huffington Post.

### Executive Summary

Les' approach has always been to first gain an understanding of the client's culture, goals and challenges and then he and his team actively work with the business owner and those that are implicated in the new directions or changes. He has trained over 250 Gravitas Impact coaches internationally, is a Senior Advisory Board member, Coach Emeritus and Coach Mentor.

### Industry Specialties

- Technology
- Services
- Business to Business (B2B)

### Coaching Specialties

- Executive Coaching
- Management Consulting
- Retreat Facilitation

### Specific Expertise

- Strategic Planning
- Energizing Companies for Growth
- Organizations and Operations Systems and Processes
- Building Accountability and Learning Cultures

### Current

- President, Winning Edge Consulting Inc.
- Gravitas Impact Premium Coaches Core Council
- Coach Emeritus, Gravitas Impact Premium Coaches
- International Coach Trainer and Coach Mentor, Gravitas Impact Premium Coaches

### Past

- IBM, National Marketing and Sales

### Education

- Bachelor of Commerce, Concordia University
- Advanced Business Management, McGill University