



Deborah Grayson Riegel

Education:

University of Michigan, BA, Psychology
Columbia University, MSW

Experience: Deborah combines expertise in cognitive, behavioral and social psychology, public speaking, and coaching. She started her career at age 17, when she won the U.S. National Championship in public speaking as a high school senior and was immediately recruited to coach on presentation and communication skills at colleges and corporations. Deborah serves as a Visiting Professor of Executive Communications at the Beijing International MBA Program at Peking University, China, where she prepares senior leaders from around the world to communicate more effectively in a growing global marketplace. She is also an instructor of Management Communication at the Wharton School of The University of Pennsylvania. She has been a featured expert and a contributor to *The New York Times*, *Oprah Magazine*, *Forbes*, *Fast Company*, *Bloomberg BusinessWeek*, *Fox Business Network*, and

American Express OPEN Small Business Forum. Deborah also sits on the Harvard Business Review Advisory Board.

Training and certification: International Coach Federation, Professional Certified Coach (PCC); The Coaches Training Institute, graduate; Coach U, Core Essentials Program graduate; Coaching Out of the Box, Licensed Trainer; DiSC Behavioral Inventory, Certified Facilitator; Appreciative Inquiry, Certified Facilitator.

Coaching experience: Deborah has coached leaders and delivered leadership workshops in advertising (FCB, Anthem Worldwide), management consulting (The Boston Consulting Group), finance (Discover Financial, American Express), insurance (AIG), pharmaceuticals (Pfizer, Novartis, Celgene), automotive (Toyota, Mercedes-Benz), technology (Microsoft, Sony Ericsson), non-profits (JCC Association of North America, American Bar Association), and government (NDRC of China, The U.S. Army).

Recent clients include:

- Integration and Operations Manager, software
- President and Managing Partner, legal
- Practice Leadership Team, consulting
- VP, Sales, consumer products
- Leadership Team, government (China)

Deborah's approach to coaching, consulting, and training combines the use of coping models (to reduce anxiety and increase confidence) and mastery models (to accelerate learning and skills transfer, as well as to lock in behavior change). Deborah brings her warmth and wit to every engagement, as she knows that humor reduces people's resistance to change. Deborah believes that the most successful leaders are those who balance professional credibility with personal authenticity, combining their deep expertise with transparency about where they need to grow.