

Glen R. Waisner

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Professional Overview

A “success accelerator” who helps businesses prosper and grow by creating clarity regarding their aspirations, goals, and priorities, and urgency regarding needed actions. I drive alignment of strategy, leadership, culture, and execution – all necessary precursors to breakthrough results. My leadership philosophy is that no business can outperform its senior team long-term, so collaboration and alignment are keys to success.

Education

- John Carroll University, M.B.A.
- Case Western Reserve University, B.S. in Mechanical Engineering

Specialized Training

- Harvard Law School, Program on Negotiations for Senior Executives
- Harvard Law School, Program on Negotiations for Executives

Certifications, Licenses, and Memberships

- Registered Professional Engineer (1983-2012)
- Member, Beta Gamma Sigma (national business honorary society)
- Life Member, Sigma Chi Fraternity (former chapter advisor)

Publications and Speaking Engagements

- “Clarity Guide to Strategic Planning” (eBook)
- “Nine Common Strategic Planning Mistakes” (eBook)
- “How Pigs Fly” (an article in Fortune Small Business Magazine)
- “Stopping Your Way to Success”
- “How to Facilitate an Issue Processing Meeting
- “Facilitation Tip - The One Flip Chart Page You Should Always Use”
- “Ten Tips for Hedging Leadership Risk”
- “Viral Transformation – A Primer”
- “Understanding Corporate Life Cycles”

Skills

- Excellent communication skills – written, verbal, presentation, and listening
- Excellent Excel and PowerPoint skills – can whip up a model, tool, or deck in no time
- Strategic thinker, data-driven, and analytical – adept at creating clarity out of chaos and identifying a path forward when challenges seem overwhelming

Partial List of Recent Clients

- Association of Home Appliance Manufacturers
- Kemper Insurance
- Jarden Consumer Solutions
- Cookshack Inc.
- Cobham Mission Systems / Life Support
- Miskelly Furniture
- Weatherford Well Completion Technologies
- Alliance Steel
- Muscle Up Marketing
- Marlin Company
- Dual Temp
- Western Dredging Association

Professional Experience

Catalyst Consulting Partners, LLC | Wichita, KS | 2002-present Managing Partner

Co-founded boutique facilitation, consulting, and coaching firm focused on helping C-suite executives achieve breakthrough results by aligning strategy, leadership, culture, and execution

- Successfully completed 200+ engagements with companies of all sizes and types, including manufacturers, service businesses, associations, foundations, government, and not-for profits
- Certified as woman-owned small business through US Women’s Chamber of Commerce

Vistage International | Wichita, KS | 2008-2014

Private Advisory Board Chairman

The world’s leading advisory and executive coaching organization

- Coached dozens of business owners and CEOs one-on-one and in groups
- Awarded “Rookie of the Year” (as a group chairman) by Vistage International

The Hayes Company | Wichita, KS | 2002-2005

President

Family-owned manufacturer, importer, and marketer of branded and private label lawn, garden, and outdoor living products sold through mass market channels

- First non-family President of this ~ \$100 million enterprise
- Opened Hong Kong subsidiary and sourcing/design office in Shanghai
- Restructured new product development (NPD) process. Improved NPD “hit rates” by 50%. Personally featured in *Fortune Small Business Magazine* (11/2004)

General Management Tech. | Pittsburgh, PA | 1999-2002

Vice President

Management consulting firm focused on industrial and manufacturing clients

- Led global project team that streamlined operations of \$2 billion multinational manufacturer

CNG Retail Services | Pittsburgh, PA | 1997-1999

Vice President and General Manager

Industry-leading unregulated marketer of energy to residential and commercial customers

- Built innovative start-up into largest unregulated marketer of energy in the U.S. with revenues of \$65 million and 250,000 customers in less than 18 months

Consolidated Natural Gas | Cleveland, OH & Pittsburgh, PA | 1978-1997

Various director-level positions

Prior to its acquisition in 1999, CNG was one of the largest vertically integrated natural gas companies in North America serving more than 5 million customers. Positions included Director of Industrial Marketing and Gas Supply & Transportation

- Managed annual natural gas purchases of \$500 million
- Increased third-party transportation business by 45% in two years

Sample Accomplishments

- Served as virtual Chief Strategy Officer for \$2 billion consumer products manufacturer. Led Global Long Range Planning process. Member of senior team. Led multiple high-profile, high-stakes internal projects. Created dozens of strategy-level PowerPoint presentations for CEO and other members of the senior team. A 10-year engagement
- Created and led strategic planning process for large furniture retailer. Facilitated quarterly board meetings. Coached CEO and COO. Multi-year engagement
- Designed and facilitated dozens of C-level leadership development, action planning, and strategy sessions for clients in industries ranging from steel processing to digital marketing to insurance. Consistently received excellent testimonials
- Led cross-functional, global new product development team that created an innovative product/service combination that had both a one-time product purchase and recurring service component (the “razor blade” business model)
- Developed plan to restructure global manufacturing organization from regional to product management based leadership and decision-making structure. Plan is being implemented
- Facilitated creation of new product/service innovations for industrial business by introducing and exploring Business Model Canvas and Value Proposition Canvas tools with internal task force
- Award-winning coach of dozens of business owners and CEOs; coached one-on-one and in groups
- Created online survey of global SKUs leading to cross-company rationalization and 35% reduction in total SKUs
- Restructured new product development (NPD) process. Improved NPD “hit rates” by 50%. Featured in *Fortune Small Business Magazine* (11/2004)
- Created online survey of innovation and new product development skills across global enterprise. Developed consistent job descriptions and responsibilities, recommended reorganization of NPD resources, rationalized expenditures and budgets
- Created Excel-based annual performance management and employee development system for a platform business growing rapidly through bolt-on acquisitions
- Improved product mix of large retailer by developing a Prizm cluster analysis of customers and their purchase bundles in various store formats. Changed marketing orientation and culture to be fact-based versus “gut feeling”
- Advised top-20 private equity firm on the restructuring of a dysfunctional “Office of the CEO” at one of its \$700 million businesses. Developed roadmap for transition
- Achieved average retail customer acquisition costs of \$20 vs. \$330 for major competitors
- Led 60-person team that included 5-8 consultants from McKinsey & Company. Gained Board approval and funding to create and launch new unregulated energy marketing firm (i.e., CNG Retail Services). Grew revenues to \$65 million and customer count to 250,000 in less than 18 months
- Created nation’s first “gas pooling” service. Generated incremental revenues of \$12 million/yr. Grew new product income by 400% over four-year period
- Reduced retail energy costs by more than \$100 million annually

Client Recommendations

- “I would not have believed that this group of individuals could have gotten this far in this little time. We couldn’t have done it without you!”
– Andy Hill, former President & CEO, Jarden Consumer Solutions
- “It’s one thing to claim to be a ‘trusted adviser,’ but quite another to deliver on that promise – and Glen does! I worked with Glen for years as he provided facilitation and consulting services across a host of strategic areas of our business. He was always willing to address the ‘elephant in the room’ and help us navigate and align around some tough issues. And he never let us forget ‘Glen’s Rule’ that “no business can outperform its leadership team long-term. Glen would be a true asset to any business leader looking to accelerate success in their marketplace and comes with my heartfelt recommendation.”
– Jerry Zuchowicki, President North America & EMEA, Newell Brands
- My biggest concern before hiring Glen was “would he be effective?” The answer was yes! My favorite part of our strategic planning session was getting ideas and feedback from all group members, not just the usually-vocal ones. Glen has a solid methodology that creates a framework for planning. He then facilitates without “getting in the way,” allowing the team to focus on the actual planning, not the structure.”

– Frank Kenna, CEO, The Marlin Company