



Alan Gellman, M.B.A., P.C.C.

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Experience / Approach

Alan Gellman, M.B.A., is the Principal of Convivo Leadership and a Strategic Partner with Mariposa Leadership, Inc. As a former Chief Marketing Officer and General Manager, Alan now helps successful executives develop in ways that help them drive stronger results, build stronger teams and achieve greater joy. He was named by Business Insider as one of “The 50 Most Innovative CMOs in the World.” He has held executive positions in companies ranging in size from Fortune 100 to startup, across industries including FinTech, InsureTech, Financial Services, Health Care and Consumer Packaged Goods.

His coaching approach recognizes the realities of the corporate world while bringing humanity to the issues his clients face. He helps them:

- Make a pragmatic examination of behaviors and outcomes which include development of new skills and competencies.
- Build leadership capacity and influence skills in the C-suite, board room and with their teams.
- Develop their leadership voice, identifying ways to leverage their strengths for impact.

Recent Clients

Alan’s clients range from Directors to C-Suite leaders across many industries, and their companies range in size from Fortune 50 to startups. Recent clients include:

- Division President at a Fortune 500 life sciences company.
- SVP of Marketing of a Fortune 50 pharmaceutical company.
- 1 on 1 and team coaching with the CEO and executive team at an environmental organization.
- SVP of Global Partnerships of a global technology firm.
- Team coaching for a Global Brand Council of a Fortune 500 pharmaceutical company.
- CMO at a well-funded Fintech company.
- Newly promoted COO of a health care technology company.
- VP of Science at a fast growth AI technology company.

Education

Alan brings the intersection of his deep business and operations experience and a rich education as a coach and leader:

- M.B.A., Marketing, University of Rochester Simon School of Business
- B.A., International Relations, University of Pennsylvania
- Certified Integral Coach from New Ventures West
- Professional Certified Coach (PCC) with the International Coaching Federation
- Certificate, Integrative Enneagram

More

Clients remark about Alan’s ability to quickly grasp their situation, his clarity, pragmatism, results orientation, and sense of humor. He lives in Oakland with his wife and, sometimes, his two young adult children. Alan is Board Chair of Pact, a non-profit that supports adopted kids of color and their families. And he is an avid cyclist and hiker and is told he is easy to find whenever he laughs, which happens frequently.