



EXECUTIVE LEADERSHIP COACH

### CLIENT TESTMONIAL

"It's been awesome! It's the first time someone helped me crack through. It's been particularly useful with all the upheaval in the company. I rave about you to my co-workers" – **Co-founder of a health tech company**

### WHY MARIPOSA

"Mariposa is an amazing community of world class coaches who care so much about their clients and each other. I feel a deep sense of belonging and support here."

### CONTACT INFO

[www.linkedin.com/in/asgellman/](http://www.linkedin.com/in/asgellman/)  
[alan@mariposaleadership.com](mailto:alan@mariposaleadership.com)  
415 250 1228

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

## PROFESSIONAL BACKGROUND

Alan Gellman, M.B.A., is the Principal of Convivo Leadership and an Executive Leadership Coach 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 50 to startups, across industries, including Technology, Financial Services, Health Care, and Consumer Packaged Goods.

## APPROACH + SPECIALTIES

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.

## 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:

- **CEO** of a fast growth technology company
- **CEO** of a Fintech company
- **Division President** at a Fortune 500 life sciences company
- **SVP Marketing** at a Fortune 50 pharmaceutical company
- **SVP Global Partnerships** of a global technology firm
- Team coaching for a Global Brand Council of a Fortune 500 pharmaceutical company
- **CMO** of 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 + CERTIFICATIONS

- 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
- Certificate, WE-Intelligence EQ Assessment

## PERSONAL TIDBIT

Clients remark on 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 the recent 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.