



# SOPHIA ASSOCIATES

*Awakening Leadership Within*



## **David Peck**

Leadership Coach, The Leadership Circle Certified 360  
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David Peck has over 19 years experience as a senior executive, management consultant, and executive coach. He has deep expertise in financial services and technology, and has also worked with senior executives and leaders in the retail, healthcare, manufacturing, and staffing industries.

As an executive coach, David takes a highly pragmatic and results-oriented approach, specializing in enhancing overall leadership effectiveness through greater self-understanding, leading successful teams, and upgrading influencing skills in the service of tangible business results. He also works in the areas of strengthening delegation skills, working with meaning, building professional relationships / networks, and managing challenging staff.

David's corporate background includes his role on the senior management team of Charles Schwab & Company. As Senior Vice President and Chief Operating Officer of the Institutional Division, he was fully responsible for a technology subsidiary that provides independent Financial Advisors with portfolio management software and support. Prior to that, David was Founder and General Manager of Schwab's Mutual Fund Clearing Services, a start up business he led, from inception to double-digit pre-tax profitability in three years, to \$21 billion in client assets. In Clearing, he built a business from the ground up and was accountable for its results including financial targets, strategy, sales, marketing, operations, client service, and technology.

David spent five years as a Management Consultant at Price Waterhouse based in Boston. There he was a principal in a practice serving financial services operations, strategy, and technology. During this time he worked with client firms including Prudential, Fidelity Investments, Merrill Lynch, State Street Bank, NationsBank, and many others. His project spanned a wide range, including technology design and project design/leadership, control and risk reviews, strategy development, and market analysis.

His tenure at Putnam Investor Services included roles in client service and project management. His four years there were a time of considerable growth from entry-level telephone representative fielding fund shareholder calls, through project manager for Putnam's stake in an industry-wide utility to install account data interfaces among transfer agents and brokerage firms.

David's business career began in the mailroom of a bank just outside of Boston. Prior to this, he spent several years as a professional modern dancer, during which time he worked with leading choreographers in that field.

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David's articles and ideas on Leadership have appeared in Business Week Online, the Christian Science Monitor, HR Executive Magazine, Talent Management Magazine, Journal of Employment Relations, and the American Management Association Online, and David's op-ed piece on Leadership and Iraq was quoted in May, 2007 in the Washington Post.

David provides coaching services as an associate of Sophia Associates, Inc., and through his own firm. He is also a Senior Executive Coach with Marshall Goldsmith Partners.

## **Recent Coaching Assignments**

- Founder / CEO of a Healthcare Staffing firm to improve business results and leadership team effectiveness through enhancing organizational design, incentive programs, influencing skills, and delegation
- Managing Director new to an investment banking firm to rapidly develop internal credibility and effectiveness in a highly visible role by identifying and being held accountable to specific goals
- Leader of an advanced manufacturing plant to gain improved results in quality, safety, and management effectiveness, and to prepare for a promotion to managing multiple plants
- Medical Director in a biotechnology firm to manage a challenging staff member by doing a 360 degree evaluation and identify and hold accountable to specific action items
- Senior Leadership Team of a multinational retail firm to address teamwork issues and enhance their ability to coach their key people
- Senior executive of a global technology firm to re-integrate and become rapidly effective in their U.S. consulting practice after an extended stay in Japan
- *Education and Professional Affiliations*
- Bachelor of Fine Arts, New York University Tisch School of the Arts
- Completed International Coach Federation-certified Leadership Coaching Program at Georgetown University
- NASD Series 7, 24 and 63 Licenses (expired due to change in career)
- Certified in The Leadership Circle Profile 360 assessment tool.