



Jeff Ertel is an executive coach with 25 years of global leadership experience. He is quick to establish a trusting relationship by being approachable, engaging and listening well. His pragmatic style and quick insights allow him to identify the 2-3 “big payoff” areas on which to focus.

Jeff customizes the executive and leadership coaching process to the unique needs of each client. He is a proponent of using Stakeholder Centered Coaching, which has shown great results. Options include 360 feedback, behavioral assessments, feedforward and interviews with key stakeholders.

His international business experience includes serving as Chief Human Resources Officer and VP of HR, while sitting on Executive Leadership Teams in large global and midsize Private Equity companies such as Nestlé USA, Treasury Wine Estates and Victor Technologies International. One of the differentiators in Jeff’s HR career and his Executive Coaching Practice is his experience in multiple functions. This broad experience includes Marketing, Sales, Operations, IT and Communications.

Jeff’s focus as an Executive was assessing and developing talent, building a performance culture and putting the right teams in place to win. Jeff delivers business-focused executive coaching and organizational and leadership development services for all types of organizations. In combination with his strong interpersonal skills, his senior level corporate experience allows him to work effectively with all levels of management, including C-suite executives. In addition, he is a bottom-line-focused leader with exceptional skills in the areas of leadership effectiveness, strategic planning, change management, team building, culture change, M&A, restructuring, and also provides training on the topic of unconscious bias.

Throughout his career, Jeff has coached hundreds of leaders in achieving their potential, improving their effectiveness, onboarding into new roles, and overcoming performance or behavioral deficiencies. He has also designed and taught numerous leadership and management development programs.

Jeff holds degrees from the University of Michigan, (BBA, Marketing and Finance) and the University of Wisconsin (MBA, Marketing). He is a certified coach at the Marshall Goldsmith School for Shareholder Centered Coaching. He has also completed extensive coursework at Rive-Reine, Nestlé’s global leadership center in Switzerland. Other certifications include the Leadership Effectiveness Assessment, Team Management Profile, Leadership Architect and PDI PROFILER.