

JEFF DORMAN BIOGRAPHY**JEFF DORMAN**

Jeff has been a Business Advisor, Coach and Consultant for 25 years working with CEO's, business owners and entrepreneurs who want to "jump start" growth in both their businesses and in their personal lives.

Combining his business knowledge of strategy, execution, team focus and professional development, he understands the concerns and expectations for the entrepreneur or CEO who is looking to engage with a Gravitas Impact coach to implement scaling up and Rockefeller Habits and the Four Decisions® framework. Jeff is an authority on building high-performing leadership teams, guiding executives on how to build teams that collaborate and execute. He understands how to create award-winning results and cultures.

Jeff coaches companies ranging from \$20-\$500 million in revenue who are looking to expand further and faster than they could on their own -- or have hit a wall around their rate of growth and are frustrated. He guides company executives in finding and keeping A-players, getting the right people in the right seats, developing and putting an actionable strategic plan in place and having the discipline to execute and hit milestones. By applying the Four Decisions® methodology (People, Strategy, Execution and Cash), Jeff assists businesses and their executive teams to understand their options, and to ultimately achieve the maximum value from their business.

Executive Summary

Jeff Dorman is President of JDA International and is a Four Decisions® Certified Coach. JDA provides expertise in the Four Decisions® Program, The 5 Dysfunctions of a Team, and Leadership Development. JDA's best-in-class clients have included Morgan Stanley, Kroger, UBS, Met Life, Kraft Foods, Merrill Lynch, and GE. Prior to starting JDA, Jeff spent 15 years as an owner and Executive in his family's business, Dorman Cheese .

Industry Specialties

- Consumer Products
- E-Commerce
- Energy
- Financial Services
- Healthcare
- Manufacturing
- Marketing
- Retail
- Staffing/Recruiting

Coaching Specialties

- Executive CEO Coaching
- Executive Team Coaching
- Performance Management

Specific Expertise

- Building highly effective leadership teams
- Organizational and leadership development
- Strategic planning and accountability

Current

- President & CEO, Jeff Dorman & Associates
- Four Decisions® Certified Coach, Gravitas Impact Premium Coaches

Past

- Owner in family owned business: Dorman Cheese
- Guest Instructor, Cornell University

Education

- BA, Business Administration, Cornell University
- MBA, University of California, Berkeley