

Brandon Bitterman

 BIOGRAPHY

Brandon Bitterman

Brandon Bitterman finds no greater joy than helping people exceed the potential they see possible in themselves, their companies, and the teams around them. He helps bring this joy to life each day by guiding business leaders and their executive leadership teams, along their hero's journey.

Brandon had the rare path and privilege of working with a senior Gravitas Coach, implementing these tools of success for over 10 years at his previous company, before becoming a 7 Attributes of Agile Growth® Certified Coach. It provided him with an uncommon overarching perspective of knowing the coaching and tools from both the client and coach side.

He works with leaders who are willing to do what it takes to grow their business. To create a little more equity in our world, Brandon takes pride and interest in the opportunity to work with Women Owned/Minority Owned Businesses whenever possible. He purposefully chooses to work with companies spanning the spectrum of organizational size, from start-up to success story.

He puts a major emphasis on communication, between coach and client, to then be rolled out throughout the client's company. Communication solutions that help address and improve broken lines between leadership and workforce, department-to-department, as well as cross-generational barriers. His coaching style artistically maneuvers between caring and challenging to help push beyond what was previously thought possible.

Brandon resides just north of New York City with his wife, Ashley, and son, Jalen. And although he has a great love for playing sports and writing song lyrics, he is finally come to grips with the fact that even the powers of Executive Coaching, cannot push him over the edge into professionalism in those categories.

Industry Specialties

- Community Building
- Fitness and Recreation
- Food/Beverage
- Education Services

Coaching Specialties

- Founder/CEO/Executive Leadership Coaching
- Leadership Team Building
- Accountability
- Talent Development
- Communication Rhythms
- Strategic Planning

Specific Expertise

- Culture creation and sustainability
- Cross-generational communication

Current

- CEO/Founder, Branch Leadership
- Certified 7 Attributes of Agile Growth™ Executive Coach

Past

- Vice President, ZogSports

Education

- MA in Educational Policy, Columbia University, Teacher's College
- BA in Institutions and Organizations & Race and Ethnic Relations, Ithaca College