

Bernard C. Wetzel, Ph.D.

Executive Coach • Organization Consultant

Bernie is a seasoned executive with more than 30 years of experience in a wide variety of industries, and President, Wetzel Consulting. Services include:

- Providing coaching within organizations committed to enhancing leadership skills in their already successful leaders and high potentials.
- Facilitating strategic planning processes that enable organizations to define a clear and compelling future.
- Designing and implementing executive retreats focused on resolving complex organizational issues and challenges.



The focus of Bernie's coaching work is in two key areas:

- Helping executives successfully navigate critical career passages and embrace the unique demands that come with higher levels of responsibility, and
- Building specific skill sets that enable executives to take on larger roles, make greater contributions to their organizations and provide skilled leadership in times of extraordinary change.

Bernie was an executive coach with Marshall Goldsmith Partners until the firm was dissolved in 2009. He is currently associated with Karlin Sloan & Company, a global executive coaching firm.

Bernie does strategy development in publicly traded and privately held firms and public sector and non-profit organizations. He has guided more than 35 executive teams in creating multi-year strategic plans for their businesses. He gains deep insights into their industries and markets, observes the dynamics of their executive teams, assesses strengths, and identifies areas for development of their individual leaders. Many of these organizations retain Bernie as an executive coach to work with their senior leaders.

Bernie is also very experienced at facilitating custom designed executive retreats. He has consulted on over five hundred of these retreats and worked with thousands of leaders and managers. These off-sites are aimed at gaining clarity and insight on complex business issues, exploring alternatives, reaching consensus and determining the most effective path forward.

His experience includes consumer goods, publishing, manufacturing, energy, broadcasting, real estate, insurance, technology, venture capital, investment banking, professional services, and transportation. He has consulted extensively in the public sector in economic development and higher education and in the non-profit sector in the performing arts and professional associations. Clients range from small architectural firms to Fortune 50 corporations, from family-owned companies to biotech firms, from large regional banks to public radio stations and from major health care systems to high tech manufacturing.

Before founding Wetzel Consulting in 1997, Bernie led executive and organization development for Westinghouse for ten years. He designed and implemented leadership development initiatives and provided consulting and executive coaching to its businesses. Bernie also spent ten years as Manager, Management and Organization Development for Westinghouse Financial Services, Inc. (WFSI).

An experienced speaker, Bernie designed and delivered all management development courses at WFSI. And, as presenter of "Implementing Strategic Change," he was ranked in the top two or three, out of twenty presenters, including top business school professors and senior management, in seven consecutive internal executive leadership programs. He was the featured speaker for the Pittsburgh Business Times "Business First" networking breakfast covering "From Good to Great – How Successful Executives Get



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Even Better.” He delivered a speech with the same title for a group of senior IT executives for a regional high technology firm. And, he recently gave a keynote address entitled “Every Leader’s Challenge: Getting Better” to 150 CFO’s and controllers.

He earned his BS in Economics from Indiana University of Pennsylvania and a Master’s and Ph.D. from the University of Pittsburgh in Counseling Psychology.

He is a member of the Board of Trustees of the Pittsburgh Public Theater.

Recent Coaching Assignments

- CEO of a family-owned construction management firm and two sons, to address communication issues and to accelerate the leadership transition to the next generation
- CEO of an investment management firm and his executive team to promote more effective teamwork and to accelerate the implementation of their strategic plan
- Chief Marketing Officer of a medical systems company to make more effective and timely decisions and to be a stronger contributor to strategy development and execution within the executive team
- President of a large mid-west utility to enhance active listening skills and to be more proactive in communicating positions regarding business issues, challenges, and opportunities
- CFO of a large family-owned agribusiness to enhance effectiveness and influence within the executive team and with the board
- COO of a large biotechnology company to develop more effective delegation skills
- Vice President of Global Sales for a high technology corporation to enhance his approach to delegation and to the development of his direct reports
- Partner in a large international public accounting firm to communicate more clearly and effectively
- Executive Vice President of Public Affairs to improve management skills as he developed organizational experience in his new role

Clients

Abarta, Inc., Abarta Media, Agilent Technologies, Allegheny Conference on Community Development, American Institute of Architects, Andron, BNSF, British American Business Council, Buffalo Coca-Cola, Carnegie Mellon University, Catalyst Connection, Charlotte Regional Partnership, Cleveland Coca-Cola, Consumer Credit Counseling Services of Western Pennsylvania, Cowden Associates, Delta Faucet Canada, Demegen, Detroit Edison, Dormont Manufacturing, Emerson Process Management, Fragasso Financial Advisors, GlaxoSmithKline, GNC, Heinz, Highmark Blue Cross Blue Shield, The Hillman Company, Johnson & Johnson, Kahiki, KPMG, Lehigh Valley Coca-Cola, Masco, Medimmune, Mellon Venture Capital, Mine Safety Appliances (MSA), Philips Medical Systems, Pinnacle Electronics, Pittsburgh Coalition for Homeland Security, Pittsburgh Human Resources Association, Pittsburgh Public Theater, Pittsburgh Regional Alliance, Pittsburgh Symphony Orchestra, Pittsburgh Theological Seminary, Port of Pittsburgh Commission, Press of Atlantic City Media Group, Respironics, Robinson Fans, Six L’s, Strategic Advisors, University of Pittsburgh Athletic Department, University of Pittsburgh Medical Center, Viacom, Vocollect, West Virginia University Hospital, Westinghouse Electric Corporation, WTW Architects, WYEP Radio.



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