

W. Larry Petcovic, MS

- Graduate Studies in Executive Leadership/Human Resources, George Washington University, Washington, DC
- M.S. Applied Behavioral Sciences, The Johns Hopkins University, Baltimore, Maryland
- M.S. Environmental Radiation Sciences, Rutgers University, New Brunswick, New Jersey
- B.A. Chemistry, California State College, California, Pennsylvania

Profile

A successful developer of advanced personal communication skills that enhance relationships and build individual credibility with difficult people and audiences. A blended technical background in Environmental and Behavioral Sciences has integrated some of the most advanced communication technique such as MBTI, NLP, Emotional and Social Intelligence, and Social Neurosciences into a practical skill based learning program that doubles communication effectiveness in 90 minutes.

Demonstrated Strengths:

- design and delivery of sales, customer service, process improvement, and executive development training
- coaching executive clients using variety of 360 and leadership assessment tools
- implemented a Quality Performance (GE Workout) program nationwide for multiple industries
- delivered over 1500 science communications profiles for coaching science and technical trained executives
- board level experience in NASDAQ company for Strategy, Compensation, Audit, and M&A oversight
- co-founder of StoriesUSA Inc., Strategic Growth Partners LLC, and 3rd Order Communications LLC

Professional Experience

4/02 to present - 3rd Order Communications

As a self employed **Consultant**, contracted independent Executive and Entrepreneur Coaching to several national firms. Designed and conducted one of a kind diagnostic team evaluation using a 4-hour professional kitchen environment. Co-founder of startup for Internet based data management company targeted at small nonprofits. Co-founder of equity based investment firm targeting transitioning companies and startups. Developed unique “scientist as leaders” coaching platform to improve communications efficacy of technical and scientific executives.

7/99 to 4/02 - Fypon Ltd (40MM – Berwind Financial Group) [Private]

As the first **VP of Human Resources & Customer Service**, aligning all “people process activities” with the company goal, coaching CEO and Executive staff, developing customer service call center function and customer communications models, transitioning sales force from manufacturing reps to national company sales team, mining for “people metrics” linked to productivity models, and assisting in strategy to position this leveraged company for sale. Manage HR functions to turnaround Hispanic workforce that was alienated over the past 20 years and drive toward inclusion in work practices and sense of ownership. Managed Customer Service turnaround from “what’s your problem” to customer centric behaviors.

11/98 to 6/99 - Creditrust Corporation [Public]

As **VP of Human Resources**, developed the behavioral basis for recruiting, training, performance management, and management development of an 8 year old company in rapid growth. Built competency models for 500 person outbound call centers to serve as the basis for operational and staff performance metrics in quality, cost, time and flexibility. Creditrust bought third party credit debt, bundled portfolios for investment and serviced portfolios for clients. Reason for leaving: Would not compromise personal values for CEO behavior.

8/96 to 11/98 - Chevy Chase Credit Card Operations Center [Private]

As **VP of Training** reported directly to CEO, executed “value driven” operations strategy via executive coaching. Directed conversion from curriculum to performance-based training linked to 1100 person call-center and collections business goals. Introduced quality improvement methods, productivity, technology transfer and problem solving tools. Also served as interim **VP of Customer Service** from 1/97 to 9/97 and gained 30% efficiency in 400 person call center through behavioral techniques resulting in \$2.5 million improvement. Credit Card Operations was part of Chevy Chase Bank until purchased in 9/98 by FirstUSA.

12/93 to 8/96 - LP Associates [Private]

As an **Independent Consultant**, provided a broad range of human resource, training, OD and TQM expertise to a diverse business clientele. Designed the process to link a TQM effort to organizational strategy and marketing operations for a \$95 million company. Facilitated formation of a business interest group in construction safety. Conducted GE Workout sessions with clients and trained trainers in the use of the GE Workout process to enhance unit performance. Conducted Meyers-Briggs Type Indicator EAR sessions for senior leadership groups as related to strategic planning and management styles. Facilitated "best practices" sessions for frontline supervisors to streamline operations. Conducted management strategy and team building retreats.

8/89 to 12/93 - The Ryland Group, Inc. [Public]

Served as **Manager** of Continuous Improvement / Organizational Development for the nation's second largest residential home builder and financial services firm (\$1.4 billion revenues). Also served as **Director of Training** for the entire home building and financial services operations. Fully responsible for building the capacity for 7 key business units to achieve the independent ability to conduct "GE Workout" sessions (33 in 1994), customer partnering and process improvement teams. An acknowledged authority in sales training, NLP, Meyers-Briggs Type Indicator, technical training, office automation and administrative support, TQM, quality, customer service, safety, communications and leadership assessment tools linked to senior executive development.

4/84 to 8/89 - Advanced Communications Techniques [Private]

As a self employed **Consultant**, developed a diverse range of communications strategies needed for health risk decision making. Strategies focused on occupational and general public exposures to hazardous materials

1979 to 1984 - Training Resources (NSSI Inc.) [Public]

As a **Business Unit Leader**, responsible for the planning and implementation of a startup training company created to produce training programs on health and safety topics for power plants, national medical laboratories, hospitals, universities, and foreign governments.

1976 to 1979 - NUS Corporation [Public]

As a **Staff Consultant**, provided consultation services on radiological aspects of NRC licensing, procedures and emergency planning

1966 to 1976 - US Army

As a **Health Physicist** (Captain), provided consultation in radiological health matters. Performed duties as a small Unit Leader in chemical and infantry positions. Served in Vietnam as an Infantry officer in 1970.