



LEADERSHIP ADVISOR

COACH

CONSULTANT

KEY NOTE SPEAKER

*Transforming Executives, Small
Business Owners & Professionals
into Today's Industry Leaders*

- Leadership Development
- Executive Coaching
- Business Consulting
- Communication Strategies
- Workforce Engagement
- Top Talent Acquisition
- Employee Assessment
- Team Building & Training
- Performance Excellence



Belinda Pruyne is a **leading authority** in guiding global executives and visionary business owners across F1000 and start-up companies to extraordinary personal growth and professional success.

As Founder and CEO of **Business Innovation Group**, a strategic coaching and consulting firm, Belinda leverages 3 decades of **award-winning expertise** and visionary leadership principles to transform executives, small business owners, and their teams from smart tacticians into trusted, respected, and highly regarded leaders

PRUYNE'S HALLMARKS TO SUCCESS INCLUDE:

- Renovating leadership capabilities and igniting passions in senior management and small business owners
- Coaching executive "game changers", visionaries, and aspiring leaders to clarity about their personal truths, values, and gifts
- Formulating creative communication strategies that bridge multi-generational workforces and foster consensus
- Unlocking employee potential and motivating formerly disengaged staff
- Building highly talented teams that drive improved organizational performance
- Amplifying a new spirit of "conscious" corporate culture across companies

Belinda's **depth of business specialization**, roots in the **client services industry**, with **25+ years of executive leadership development, coaching/training** she brings industry-wide recognition to the executives and companies she works with.

Whether a startup, turnaround, acquisition, or global corporation, executives and companies continue to turn to Pruyne for **strategic and impactful solutions** in a rapidly shifting economy and marketplace.

As EVP of Grey Worldwide's **Executive Creative Team**, leading global ad agency with 80 offices, Belinda **directed and transformed** one of the largest, multi-million dollar creative divisions in the world (*320 employees across 4 departments.*) She championed the **breakthrough restructuring** of independent creative teams into unified, collaborative "villages" that **aligned staff talents** with global brands and diverse product lines. This produced explosive results through improved: **operational performance**; account workflow capacity; employee engagement; and client satisfaction/retention.

Pruyne also masterminded **Grey's first "Global Creative Council"**, during her 15-year tenure, to improve communications and **best practice sharing** across a network of 200+ international Creative Directors. Additionally, she personally **coached and mentored 35 heads of U.S. and overseas offices**. The success of her contributions was evidenced by the closing of multicontinent accounts through new, collaborative solution-selling approaches that **catapulted revenue**.

Prior to this, Belinda served as a **Program Director** for a renowned 1200-member institution in New York City (one of the oldest corporations in America.) She spearheaded the Eugene Lang "I Have a Dream" national tutoring program for high school students — **recognized and honored by Barbara Bush** at a White House gala.

In an earlier role, Belinda **built the creative division** at Margeotes, Fertitta & Weiss on an accelerated timeframe. She **increased headcount by 130%** for this agency specializing in high-end specialty product clients. Prior to this, Pruyne was **hired by the Vice Chairman** at fast-growing Geers Gross Advertising to assist with operations, budget management, and staffing.

Belinda's entry into the world of advertising began at BBDO where she assisted executive management with **award-winning client work** including: *Pepsi, GE, Apple Computer, Visa and Mars Candy*. She began her career as a professional actress and singer in network soap operas and off-Broadway plays.

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PRESENTATIONS:

- OPENING DAY SPEAKER
National Association of Women MBA (NAWMBA); *"What They Don't Teach You in Business School that will Catapult Your Career!"* Conference for 2,000 Professionals & MBA Candidates
- PRESENTING EXPERT FOR THE GLOBAL WOMEN'S LEADERSHIP SUMMIT
"Leadership Redefined - Shattering the Stereotypes that Hold women Back in Business"
a global forum for over 500 business professionals
- KEYNOTE SPEAKER
Rutgers University, NJ; *"What Companies Look for in Leaders Today"* Training for all Masters Candidates
- KEYNOTE SPEAKER
Pace University, NY; *"Need to Make a Career Change... Now What?"*
Conference for 125 Entrepreneurs & Career Transitioners
- KEYNOTE SPEAKER
International Coaching Federation (ICF) CT Chapter; *"Sharpen Your Skills so You are of Greater Value to Your Clients and Become the Leader You're Meant to Be"* Half day event for 65 Professionals & Entrepreneurs
- PRESENTER
Money Club Intensive for Business Owners; Provided 3 days of executive coaching on stage and off
- KEYNOTE
National Association of Professional Women; *"The Truth About Your Money"* for 60 Corporate Executives and Entrepreneurs
- MAIN STAGE PRESENTER
"Don't Await It, Create It" Event for Top Government Officials. Presentation Topic: *"Key Elements to Achieve Your Highest Success"*
- KEYNOTE
Designer Day Conference; *"Uncover Your Innovative Selling Proposition & Overcome the Biz Road Blocks"* for Global Jewelry Designers
- KEYNOTE
"Go from Designer to CEO & Bust through Mediocrity", 90-Minute Webcast for Worldwide Jewelry Designers

Full list available upon request

PROFESSIONAL AFFILIATIONS: (Former & Current)

- SEED: Stretch, Enliven, Ennoble, & Discover - Founding Board Member
- SPECIAL OLYMPICS: Class A "Life Skills" Coach for Ages 8 to 54
- ICF: International Coaching Federation - Member
- NAPW: National Association of Professional Women

EDUCATION:

Coach Training Institute: CPCC - Professional Coaching Certification

New York University: Bachelor of Fine Arts - Tisch School of the Arts

*"It's not just leadership; it's where profit meets
principle and leaders build beyond the bottom line."*