

WILLIAM S. FRANK

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Career Consultant and Executive Coach

Elements of My Style: I Care. I Listen. I Ask Questions.

357 Brand-Name Corporate Clients	50,000 Hours Inspiring Leaders One-on-One
2,500 Job Offers for Clients	Strategic, Maximizer, Achiever, Learner
Author of 250 Career/Leadership Articles	Author of 1,000 Free Cover Letters

I've loved my work and helped others to love theirs. My greatest gift is one-on-one career consulting where the stakes are high. I've invested 50,000 hours inspiring others to achieve a "95-98% good fit" in their careers. I've established long-term friendships with clients that lasted years, even decades through upward career moves.

CAREERLAB Corporation (www.careerlab.com), Denver, Colorado

President/CEO, 1984-Present

A boutique consulting firm whose product line includes career counseling, management testing and assessment, executive coaching, performance improvement, 360° reviews, and outplacement. We work nationally.

General Management Accomplishments

- Set the values and standards for the corporation, and successfully positioned the company against national competitors as "small and personal," versus "big and impersonal." Grew the firm to \$2MM annual revenue.
- Personally acquired consulting assignments and spearheaded consulting services to 357 brand name corporate clients, such as AT&T, Coca Cola, Coleman, Einstein Bros., Gates, Honeywell, HBO, Kaiser Permanente, Pentax, Schlumberger, Sears, Target, TRW, United Technologies, and the Village Inn.
- Fran Sincere, the Vice President of Human Resources for Kaiser Permanente (Colorado) wrote, "'You've been the most thoughtful contractor I've ever dealt with, and I've worked with hundreds of vendors."
- At our peak, managed 75 career transitions simultaneously. Initiated quarterly customer service questionnaires which repeatedly ranked us above the 95th percentile on all performance metrics.

Corporate Consulting Accomplishments

- Served as the principal consultant in 2,500 firings, terminations, or layoffs. There were no wrongful termination lawsuits or any workplace violence acts during any of my engagements.
- Provided outplacement to seven divisions of Schlumberger, the world's largest oilfield services company at \$6B. Generated \$2MM revenue over 12 years. Departing executives said, "I don't want outplacement, I want Bill Frank."
- Outplaced 50 senior leaders from Target over 4 years, including the President of Target.com, Executive Vice President Stores, VP of Store Operations, and the #1 District Manager. Reemployed all in equal or better positions.
- A "Top 10" commercial construction company planned to fire a 20-year manager whose 18-year-old daughter had died a year earlier. I advised executive coaching rather than firing, and reversed the company's perception. The manager was promoted, stayed until retirement, and then consulted back to the organization.
- Provided outplacement and executive coaching to Pinnacol Assurance, recognized as a Colorado top workplace by The Denver Post for five consecutive years—and employees also voted them the #1 top workplace in 2021. The Vice President of Human Resources said, "You're the best there is."

- Provided outplacement for five divisions of the U.S. Group of Gambro Companies, and then reemployed the senior management team of the Sorin Group when the company was sold. We're friends 15 years later.

Individual Consulting Accomplishments

- Guided Pitkin County Manager (Aspen, CO) through two upward career moves over 30 years, ending as Managing Director of JP Morgan Asset Management, New York City, London, and Los Angeles. We remain close friends.
- Coached the IT Manager for North America Oilfield Services, (a \$1.5 billion division of Schlumberger) through three upward career moves to become Vice President of Information Technology for a Fortune 350 Company. Later inspired and guided him to create a consulting opportunity with CapGemini in Paris, France.
- Helped a psychiatrist navigate the choppy waters of for-profit healthcare in two famous hospital systems. Proposed private practice as his "95-98% good fit" and coached him to create an \$800,000 per year practice.
- When a retired orthopedic surgeon (35,000 surgeries) left his job as corporate medical director, I coached him to build a national consulting practice in hospital quality improvement. His first clients were the Mayo Clinic and the Cleveland Clinic. He has hired 9 consultants.
- Created and monitored a job search plan for a hi-tech CFO candidate which produced 40 interviews, ten potential opportunities, and four job offers at \$200K+ in three months.
- Guided the ex-President of a Coors technology company into two successive presidencies over ten years, each more responsible, rewarding, and higher paying than the last.
- Tripled an IT Manager's salary from \$100,000 to more than \$300,000 five years later--and helped create a lifestyle he enjoys much more--by teaching him to market himself as a consultant.
- Prevented financial disaster for an engineer who had recently undergone hip replacement surgery and could barely walk. In addition, his wife had cancer. They had spent all their savings treating her illness and were divorcing. When we met, the engineer claimed he was "down to pocket change." I provided emotional support and advice that produced a substantial job offer. The couple re-united and relocated out-of-state.
- Served as executive coach to a human resources manager who progressed through four jobs from Denver University to become Vice President of Human Resources for two of Colorado's most visible employers.
- When a senior partner in one of Denver's oldest and largest law firms said he never wanted to practice law again, I repositioned him out of a cold, uncaring firm into a new firm with a collegial, supportive culture where his career prospered. He continued to practice law for another 15 years until retirement.

Product Development Accomplishments

- Invented cover letter collection genre--it had not existed before. Wrote *200 Letters for Job Hunters*, published by Ten Speed Press; sold 100,000 copies when the average non-fiction work sells less than 5,000.
- Created "The Executive Portfolio," an online career management tool, a forerunner to LinkedIn. Licensed the software to Lee Hecht Harrison, (lhh.com), the outplacement industry leader with 380 offices globally.

Education

Master of Arts, Philosophy, Colorado State University, Ft. Collins, CO-- 1969
 Bachelor of Arts, Liberal Arts, Colorado State University, Ft. Collins, CO --1968