



THOMAS D. ZWEIFEL, PH.D. ♦ TDZ@SWISSCONSULTINGGROUP.COM

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Leadership for the 21st century

Consultant | Speaker | Professor | Author

“The 3 Cs”: Coaching, Communication, Cross-Cultural Strategy

“I have personally seen Dr. Zweifel in action... He is a man who deserves a title that is all too often bestowed without merit, but in this case is truly deserved: miracle worker”.

David Searby, program officer, U.S. State Department

Work

2011-Present: **Consultant, Insigniam Performance (Zurich)**

Global management consulting firm with a proprietary methodology for enterprise performance transformation and catalyzing breakthrough results. Executives in large and complex organizations around the world utilize our custom designed services to generate unprecedented measurable results.

Clients (including 22% of Fortune 500 companies) have documented over \$9 billion of additional measurable business results by using Insigniam services on their business imperatives, enterprise critical initiatives, and performance transformation.

Sample industries: Airlines, Biotechnology, Consumer Products, Entertainment, Financial Services, Food & Beverage, High Tech, Hospitals, Industrial Manufacturing, Insurance, Non-Profit, Pharmaceuticals, Retailing.

Insights Discovery® Licensed Practitioner.

1997-2011: **CEO, Swiss Consulting Group Inc. (New York City)**

Global performance management company with coaches/facilitators in 13 countries. Core competencies: “The 3 C’s”: Coaching, Communication, Culture Clash. Selected clients: Fortune 500 companies (Sanofi-Aventis, Banana Republic, Citibank, ConocoPhillips, Credit Suisse, DHL, Fiat, General Motors, Goldman Sachs, Google, Johnson & Johnson, JP Morgan Chase, Kazakhstan government, Medtronic, Nestlé, Novartis, Procter & Gamble, Roche/Genentech, Siemens, UBS, Unilever); European Center for Pharmaceutical Management; UN Development Program; US State Department; USMA West Point:

- Coached the Retail Team of a global energy company to produce €1 more per customer (\$73 million additional revenue) in shops while spreading a culture of coaching/leadership in the organization. Coached the President in leadership, delegation and succession strategy while keeping results expanding. Coached the Managing Director to become a top communicator, cut out wasteful communication, bring new products to market, and produce €5 million from them while re-branding himself internally as a global marketing expert.
- Coached the Executive VP Sales of a top-tier cement manufacturer to lead during a post-merger integration, manage cross-culturally up and down the hierarchy, ensure a successful succession, and on-board his successor. Coached the incoming CFO for Europe of a global financial services firm in establishing a European team and making tough changes while respecting the various cultural values.
- Coached the incoming CFO for Europe/Asia of a global investment bank to build and manage a cross-cultural team.
- Coached a Managing Director of a New York investment bank to take charge as a leader, double average deal value to \$500,000+, and increase annual deals by 33% to \$8+ million.

- Coached the principal of a mid-size financial services firm to produce \$1 million in new investments while formulating clear long-/mid-term strategies and act on them.
- Coached the principals of an Israeli venture capital fund in raising \$100 million new capital from US investment banks.
- Facilitated a Strategy-In-Action process for an Australian IT firm; coached CEO and senior executives to become a tight leadership team that grew revenue by 60% in 9 months.
- Coached 28 executives of a multilateral agency in 25 countries to design and implement leadership breakthrough projects with measurable goals in governance (e.g. ending police corruption in Bangladesh, building e-governance in Serbia, empowering women's participation in Saudi Arabia).
- Coached the Director of Alumni Relations of an Ivy-League university to streamline his operation, focus on strategic priorities, and double revenue from alumni.
- Coached Kazakhstan's prime minister and 20 cabinet ministers in moving from a hierarchical "Soviet" model of leadership to a "Singapore" model (i.e. transparent, efficient, collegial).

1997: **Senior Consultant, Legacy Transformational Consulting Inc. (Montreal / Canada)**
www.legacytc.com
 Coach to the CEO and leadership team on a sustainable breakthrough in sales and on strategic client assignments.

1985-96: **Director of Global Operations, The Hunger Project (New York City)** www.thp.org
 Facilitator, Senior Executive Team, reporting to President on business and leadership development in Global Affiliates. Helped pioneer Strategic Planning-In-Action, a dynamic, systematic strategy/leadership/empowerment methodology. Built global high-performance team, produced 45% annual compound revenue growth over 5 years while keeping expenses stable. Based in New York (1992-1996), San Francisco (1991-92) Tokyo (1990-91), London/Paris (1990), New York (1987-89), Bombay (1987), Berlin/Munich (1985-86).

Speaking / Media

2006-Present: **Speaker** on the rosters of **International Speakers Bureau, A-Speakers, Brooks International Speakers Bureau, European Speakers Academy, Vistage/The Executive Committee, Gail Davis & Associates, Eagles Talent Connection, Speakers Associates.**

1997-Present: **Selected Media Appearances:** ABC (on Microsoft in China), CNNfn (on communication; coaching on salary negotiation and job searches), Bloomberg TV and Radio (on DaimlerChrysler merger and Nissan-Japan), Radio BFM, NY1 (on culture clash), *Financial Times* (on coaching and mentoring), Basler Zeitung (on communication), TagesAnzeiger (on communication), ChangeX (on communication).

1991-Present: **Selected Speaking Engagements** in Australia, Canada, France, Germany, India, Japan, Israel, Kazakhstan, Netherlands, Russia, Sweden, Switzerland, United States:

On 21st-Century Leadership: Academy for Chief Executives, Bank Leumi, DHL, Government of Kazakhstan, Johnson & Johnson, Network IP, Vistage CEO groups.

On Coaching Leaders: Cemex, European Center of Pharmaceutical Medicine, Bar-Ilan University, Israel Coaching Community, Swiss Consulate-General New York, UN Development Programme, US State Department.

On Communication: Geneva Press Club, Johnson & Johnson, Newark Association of Financial Advisors, Rotary, Swiss Australian Chamber of Commerce and Industry.

On Culture Clash: American Swiss Business Council; Berlitz; Citigroup; Columbia Business School; Fuqua School of Business; Goldman Sachs; Linth Congress; Novartis; Pharmacia; Prudential; Rennert; Russia Protocol Forum; Swisspeaks; The College of New Jersey; UBS; USMA West Point.

On Strategy-In-Action: Columbia University, *Credit Suisse*, oikos-Conference.

On Geopolitics: American Political Science Association, Midwest Political Science Association, New School University, Northwest Political Science Association.

Teaching

- 2004-Present: **St. Gallen Business School (St. Gallen/Switzerland)**
Visiting Professor, MBA Program, Leadership.
Haute Ecole de Gestion (Fribourg/Switzerland)
Adjunct Professor, Executive MBA Program, Leadership.
- 2001-2008: **School of International and Public Affairs, Columbia University (New York)**
Adjunct Professor, Leadership; Global and Intercultural Competencies.
- 2007: **Interdisciplinary Center (Herzliya, Israel)**
Guest Professor, Argov Fellows, Lauder School of Government, Leadership.
- 2005: **Jones International University (first university exclusively online)**
Online course designer, Influence Strategies for Organizational Change.
- 2003-2005: **UNDP Virtual Development Academy (New York/worldwide)**
Instructor, Advisory Services (28 countries); Democratic Governance (100+ countries).
Sydney University (Sydney/Australia)
Guest Lecturer, Global Leader Residential.
- 2000-2002: **New York University (New York)**
Adjunct Professor, International Organization.
- 1999-2000: **InView Inc. (Chicago/London)**
Guest speaker, multi-point videoconferences with 100-250 participants on the “3 Cs.”
- 1998: **Carlson School of Management, Executive Development Center (Minneapolis)**
Instructor, Change Management.

Books and Articles

- 2010: ***Leadership in 100 Days: A Systematic Self-Coaching Workbook.*** New York: iHorizon.
- 2009: “Breakdown to Breakthrough: Leading in an Unpredictable World,” *Leadership Excellence*, October.
- 2008: ***The Rabbi and the CEO: The Ten Commandments for 21st Century Leaders.*** With Aaron L. Raskin. New York: SelectBooks. National Jewish Book Awards Finalist, Foreword Book Award Finalist.
- 2005: ***International Organizations and Democracy: Accountability, Politics, and Power.*** Boulder CO: Lynne Rienner Publishers.

- 2004: "Leading Through Language: Communicating Your Way to the Top," *Student Leader*, Fall 2004.
 "Global Citizenship: The Leadership Advantage," *The Advantage Newsletter* vol. 6, JP Morgan Partners (July). 1-4.
 "Culture Clash: Thomas D. Zweifel outlines the 10 most costly cross-cultural sins committed by American-centric managers," *American Executive* (July). 58-60.
- 2003: ***Culture Clash: Managing the Global High-Performance Team***. New York: SelectBooks.
Communicate or Die: Getting Results Through Speaking and Listening. New York: SelectBooks.
 "Democracy, Dictatorship, and Infant Mortality Revisited," *Journal of Democracy* 14:3 (July). 90-103. With Patricio Navia.
 "Democratic Deficits in Comparison: Best (and Worst) Practices in European, US and Swiss Merger Regulation," *Journal of Common Market Studies* 41:3 (June). 541-566.
 "Getting Results Across Borders," *Forum* (October), Deutsche Bank. 43.
 "Leadership at the Apex vs. Leaders," *Political Studies Review* 1:3 (September). 493-494.
- 2002: ***Democratic Deficit? Institutions and Regulation in the European Union, Switzerland, and the United States***. Lanham MD: Lexington Books / Rowman & Littlefield.
 "... Who Is Without Sin Cast the First Stone: The EU's Democratic Deficit in Comparison," *Journal of European Public Policy* 9:5 (October). 812-840.
- 2000: "Democracy, Dictatorship, and Infant Mortality," *Journal of Democracy* 11:2 (April). 99-114. With Patricio Navia.
- 1999: "Listen Up!" *American Advantage* (February).
 "Talk Less, Sell More," *Newsletters Inc.* (May).
- 1998: "Listen Up!" *Fast Company* (December).
 "Be Still and Hear: The art and science of listening is good business," *Christian Science Monitor* (September 22).
- 1995: "New, Genuine Leaders in Africa," *Christian Science Monitor* (September 6).

Education

- 2001: **Ph.D., New York University (New York)**
 Department of Politics. Sub-field: International Political Economy. Committee: Michael J. Gilligan, Lawrence Broz, Youssef Cohen, Walter Mattli, Adam Przeworski.
- 1996: **Master of International Affairs, Columbia University (New York)**
 School of International and Public Affairs. Concentration: International Political Economy.

Languages

English, German, French, Italian (fluent); Spanish, Portuguese, Hebrew (rather poorly); Latin (reading and writing).

Other

- 2008-Present Speaker, **Eagles Talent Connection, Inc.**, www.eaglestalent.com
 Speaker, **Gail Davis & Associates, Inc.**, www.gdaspotlight.com
- 2007-Present Speaker, **Vistage** speakers bureau, www.vistage.com

Speaker, **Brooks International Speakers Bureau**, www.brooksinternational.com

- 2005-Present Speaker, **International Speakers Bureau (ISB)**, www.international speakers.com
Board member, **Lama Gangchen World Peace Foundation (New York/United Nations)**
Board member, **La Fondation Arthemis (Geneva/Switzerland)**
- 2000-2002: Board member, **Dow Digital Global Pty Ltd (Australia)** and **Streamcom Pty (Australia)**.
Advisory Board member, **Leadership in Public Affairs Program**, The College of New Jersey.
- 1998-: Member, **American Political Science Association**.
Member, **International Coach Federation**.
- 1997-2000: Board member, **Institute for Press Freedom (Kenya)**.
- 1996: Fastest CEO in **New York Marathon** (2:59.58) and featured in *Wall Street Journal*.
- 1992-96: Member, **National Association of Fund-Raising Executives**.
- 1979-84: Actor, **Stadttheater Basel (Switzerland)**.
Co-founder and actor, **Werktheater Basel (Switzerland)**.
Actor in film "**Gehen**" ("Walking") by Ruben Dellers,
Actor in film "**Deni Blue**" by Ulrich Georg Meyer.

Dr. Zweifel is based in New York City and Zurich, where he lives with his wife and two daughters.