



# Jennifer Daniels

GROWTH STRATEGY CONSULTANT | LEADERSHIP COACH  
ADJUNCT PROFESSOR IN ENTREPRENEURSHIP

## FLYINGLABORATORIES®

Jennifer is a bold and inspiring strategic leader, entrepreneurial growth adviser and ICF Professional Certified Coach (PCC). She helps business leaders accelerate growth and innovation by infusing entrepreneurial principles into leadership development, strategic planning, operations, marketing and sales. Jennifer serves as President at Flying Laboratories®, a growth strategy consulting and leadership coaching company whose name was inspired by Amelia Earhart's plane, dubbed "The Flying Laboratory," which she commissioned to advance aeronautical innovation. That same commitment to experimentation, continuous learning and entrepreneurial growth is what fuels Jennifer's passion for ennobling and empowering leaders to create, grow and lead on the fly every day.

### SPECIALTIES

- Coaching and advising business leaders to accelerate growth, innovation and transformation
- Infusing entrepreneurial growth approaches into leadership coaching, strategic planning & execution, business development strategies, culture and change management
- Creating and leading innovative experiential workshops and engaging learning experiences
- Designing and testing new business models, markets, channel strategies, product offerings and value propositions

### VALUES

- *Curiosity & passion for learning...* to discover and appreciate what's most important to you and why
- *Creativity & resourcefulness...* to help you tap into your core talents and resources so that transformation has lasting impact
- *Authenticity & courage...* to challenge assumptions that may be holding you back from achieving your full growth potential
- *Entrepreneurial spirit...* to accelerate your innovation, growth and transformation by infusing agility, simplicity and speed

### KEY ACCOMPLISHMENTS

- Coached and advised senior executives and functional leadership teams from 200+ large, mid-market & startup firms in the healthcare, transportation, energy, manufacturing, financial services and retail sectors
- Contributed \$30MM+ in customer financial impact by accelerating execution of over 300 strategic, operational and cultural transformation initiatives
- Featured in GE's "We are Builders, not Bankers" national TV & radio ad campaigns: <http://bit.ly/jendanielstvad>
- Accelerated growth & transformation in marketing, sales and commercial organizations by leading and empowering lean, entrepreneurial cultures
- Founded startup with patented line of women's shapewear (Patent US 20090098801 A1)

### COMMUNITY LEADERSHIP

- Advisory Board Chair, Speaker and Mentor – Catholic Charities Atlanta Leadership Program
- President – Lax4Community, 501(c)(3) Reducing Barriers for Youth Players & Their Families to Experience Lacrosse
- Advisory Council Member – TeachingEntrepreneurship.Org
- Innovation Advisory Board Member – Cherry Bekaert LLP, Technology, Health & Industrial (THInc) Specialty Practice

### CUSTOMIZED SOLUTIONS

- Executive Leadership Development & Coaching
- Leadership Development, Strategic Planning, Outcome Selling & Marketing, Change Leadership, Lean / Six Sigma, Lean Startup and Business Model Innovation Consulting
- Experiential Workshop Curation, Leadership & Facilitation
- Team Development & Coaching
- Startup Founder Mentoring

### PROFESSIONAL EXPERIENCE

Flying Laboratories LLC  
*President – Strategic Growth Consultant & Leadership Coach*

Georgia State University – J. Mack Robinson College of Business  
*Adjunct Professor, Marketing for Entrepreneurs*

Branches Unlimited, LLC d/b/a Slimpressions®  
*Co-Founder*

GE Capital and GE Corporate  
*Access GE Commercial Executive, Innovation Acceleration / Lean Startup Leader, Six Sigma Black Belt, Marketing VP*

LexisNexis Risk Solutions  
*Sr. Director, Strategic Relationship Management*

USIS (nka HireRight)  
*Vice President, Marketing*

ChoicePoint (nka First Advantage)  
*Vice President, Product Management*

### EDUCATION

M.B.A., Georgia State University  
B.S. Finance, University of Maryland  
GE Sales & Information Technology Leadership Programs  
GE Executive Manager Development Course  
GE Six Sigma Black Belt and Change Acceleration Process  
Co-Active® Training Institute (CTI) – Co-Active Leadership Program  
Co-Active® Training Institute (CTI) – CPCC & ICF PCC Certifications  
Prosci® Change Management Certified

**Are you ready to create, grow and lead on the fly?**

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