



## Bob Marcus

Bob enjoys working with purposeful leaders who strive to grow in their roles and make positive change in the world. For 25 years, Bob has been an advisor, mentor, coach, strategist, consultant, confidant, and friend to leaders around the globe. He has significant experience working with CEOs, CFOs, CHROs and other C-suite leaders, and especially enjoys partnering with first-time CEOs, executives preparing for C-suite roles, and emerging women leaders.

In addition, Bob is an expert in designing change strategies, leading change, evolving cultures, developing leaders, and aligning organizations. He operates with a strong set of beliefs about how to affect change that is based on his experiences working with complex business enterprises, across industries, and on five continents. His passion for learning and continuously evolving his approach turns each of his client partnerships into a deeply collaborative experience.

Prior to launching Nvolv in 2017, Bob co-founded and led Brimstone Consulting Group, a management consulting firm serving Global 1000 companies. During his 16 years as managing partner, he worked closely with senior leaders and executive teams at firms such as Express Scripts, General Motors, The New York Times, Motorola Solutions, Ulta Beauty, U.S. Cellular, and Waste Management.

Before Brimstone, Bob spent seven years as a senior consultant with Noel Tichy's Action Learning Associates, a consulting company engaged in the design and implementation of CEO-driven, large-scale organizational transformations. In this role, he advised executives and led engagements for companies such as Mercedes-Benz, Royal Dutch/Shell and US West.

From 1993 to 1997, Bob served as director of the Global Leadership Program (GLP) at the Ross School of Business at the University of Michigan. A consortium of Japanese, European and North American multinationals, GLP was repeatedly cited by BusinessWeek as "the most innovative" executive development program in the country. Bob administered the program and taught courses on cross-cultural effectiveness, high-performing teams, and leadership.

Bob's perspective has also been shaped by various work experiences around the world. He was a regional economist for a consumer goods producer in London, a department manager in a Boston-based trust company, a marketing director for a start-up telecommunications company in Tokyo, a project finance analyst for a Swiss bank in Zurich, and CEO of an Internet start-up in Chicago.

Bob holds a BA from Tufts University, where he studied International Economics and Economic History, and an MBA from the Ross School of Business at the University of Michigan. Bob is a member of The Economic Club of Chicago and invests time and energy in numerous community organizations in Rochester, New York, where he lives with his wife and three children.

