

## CURRICULUM VITAE

### **Bren Hudson, M.S., Ph.D. (abd)**

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### **EXECUTIVE COACH AND CONSULTANT**

Highly experienced executive leader and charismatic visionary who builds and executes actionable, culture-changing plans and initiatives to advance goals and objectives by aligning strategies, systems, personalities and processes. Catalyst for the development of new business as a strong director experienced in strategic planning, account management and stakeholder relations.

- Effective communicator proficient in interacting successfully with wide-ranging audiences -- internal as well as external constituents.
- Excels in motivating, inspiring, coaching, and developing staff, managers and executives.
- Thrives in fast-paced, achievement-oriented environment with emphasis on sustainable growth.
- Extensive consulting experience encompassing six years as Senior Manager at world-renowned Ernst and Young selling and delivering services ranging from strategic planning, business process re-engineering, performance management and financial systems implementation.

### **KEY SELECTED SKILLS**

Strategic Planning

Program Management

Professional Development

Performance Management

Financial Analysis & Measurement

Organizational Design & Development

Team & Culture Development

New Business Development

Alliance Management

Client Relations

Facilitation

Systems Thinking

Business Excellence

Change Management

Business Process Improvement

### **PROFESSIONAL EXPERIENCE**

DR BREN, INC. – Santa Barbara and Los Angeles, California

2003 - 2009

*Sole proprietary business focused on coaching individuals and couples toward their personal goals.*

**Principal**

*Career Note: Pursued Ph.D. Full-Time From 2003-2008*

WIND RIVER SYSTEMS - San Diego, California

2001 - 2003

*The global leader in Device Software Optimization based in Alameda, California with annual revenues in excess of \$500M.*

**Director, Business Excellence**

ERNST & YOUNG LLP – Washington, DC/Irvine, California

1995 - 2001

*One of the Big Four accounting firms.*

**Senior Manager**

MILLS CORPORATION (now a division of Simon Property Group) - Washington, DC

1991 - 1994

*Simon Property Group is the largest public real estate company in the U.S. specializing in retail real estate.*

**Director, Information Systems**

## SUBJECT MATTER EXPERTISE

**As Depth Psychologist:** Analyze hidden dynamics (unconscious and invisible psychodynamic processes and structures) that influence the behavior of individuals, dyads, and groups in organizations. Immersed in Jungian, Freudian, Archetypal, Liberation and Eco- Psychology, Community Development, Participatory Research and Oral and Mythic Traditions.

**As Jungian Integral Coach:** Coach executives, senior managers, middle managers and supervisors. Using the wisdom of Ken Wilber's Integral Psychology as taught by New Venture's West – four quadrants, six streams, ten ways, Don Beck's Spiral Dynamics – vMEME stack, change state indicator, and the Enneagram and Jung's psychological types (a.k.a. MBTI), design individual programs to produce authentic leaders who are self-correcting and self-generating.

**As Director of Business Excellence at Wind River Systems:** Devised and executed strategic plans fueling the creation of a management structure, succession plans for every resource level in fulfillment of key performance benchmarks. Developed and evolved tactical project plans and budgets, performed monthly, quarterly and annual reviews. Maintained detailed knowledge of all service engagement information. Promoted policies ensuring individual manager accountability for decision-making and business unit management.

### Operational Achievements:

- Directed a 200-person, multi-year strategic operations project known as *Partnering in Business Excellence* that improved staff productivity by 15%, project management standards from Level 1 to Level 3, and project profitability by 10%. It was recognized as a company-wide "best practice" for Wind River.
- Transitioned the business unit into a dynamic-matrix structure driven by customer-defined projects, shedding its previous structure as a traditional top-down hierarchy. Revamped the functions, processes, technology, personnel communication and training unit-wide by integrating excellence into every aspect of the Services Business Unit.
- Pioneered and helmed the Project Management Office, patterning its standards after Project Management Institute (PMI) guidelines. It was responsible for cultivating great project managers, and ensuring projects stay on-time, within budget and produce high-quality products.
- Originated the Resource Management Office; crafted a behavior-based competency model for company's entire engineering staff; developed performance management system focused on stewarding engineers in their professional development; allocated resources to all customer projects based on competency model and performance management metrics.
- Launched a Quality Office to spur continuous improvement of overall business unit processes as outlined by the Capability Maturity Model (CMM) standards of the Software Engineering Institute.
- Advised the Vice President and his management team on such topics as situational leadership, emotional intelligence, psychological type differences, team collaboration and decision-making during the transformation project, boosting the leadership skills of company managers and directors.

**As Senior Manager at Ernst & Young Consulting:** Managed consulting service sales, personnel, and service delivery for business unit with a \$2M annual quota. Orchestrated Strategy Development, Change Management, Enterprise Resource Planning, Business Management Process Reengineering and Outsourcing Transition Management. Served as Account Director and Engagement Manager for numerous accounts, including KEYBANK, Prime Retail, Urban Land Institute, Argosy Gaming Company, Quantra Corporation, Ryland Corporation, Regency Builders, Peterson Companies, and HUD.

Spent a year in the professional development business unit training our new MBA recruits how to be consultants; worked as the liaison between the professional development Business Unit and Middle Market Consulting Partners to define our training curriculum and manage the deployment.

## SUBJECT MATTER EXPERTISE

### Account Management Achievements:

- Originated strategic and business plans for such accounts as RealLinks.com, a content portal specializing in retail real estate, and TrueFinds.com, a retailing website outlet manufacturer. Directed three sub-teams of five people each on the TrueFinds account, formulating baseline deliverables ultimately serving as the basis of overall operational strategy for all business-to-consumer High Growth Middle Market clients.
- Sold, designed and managed the first large eCommerce business plan for the Middle Market business unit of Ernst & Young, with the resulting process and deliverable being adopted as a “best practice” companywide.
- Directed the Konover Property Trust systems, processes, and people integration engagement, boosting the account from \$500K to \$2.5M.
- Acted as Engagement Manager for the Richard E. Jacobs strategic information systems plan project. Formulated a comprehensive study outlining the best practices in technology for retail real estate.
- Grew a strategic outsourcing project with KeyBank Corporate Real Estate from \$400K to \$1.5M.
- Made CTI ERP implementations affordable for middle market clients by training and including client personnel on E&Y team. Cut project time in half, from 12 months to six months, saving client \$500K.

## EDUCATION

**PhD, Depth Psychology** (abd), Pacifica Graduate Institute, Carpinteria, California, July 2010

**MA, Depth Psychology**, Pacifica Graduate Institute, Carpinteria, California, July 2005

**MS, Information/Telecommunication Systems**, Johns Hopkins University, Baltimore, Maryland, May 2000

**CPA Candidate**, University of Maryland, College Park, Maryland, October 1991

**BS, Finance**, George Mason University, Fairfax, Virginia, May 1987

## PROFESSIONAL DEVELOPMENT

### ***Spiral Dynamics Integral - Level Two***

*Personal Emergence,*

The Spiral Dynamics Group, Denton, Texas, October 2004

### ***Spiral Dynamics Integral - Level Two***

*Natural Designs: Second Tier Leadership, Organizational Elegance and Integral Management*

The Spiral Dynamics Group, Denton, Texas, September 2003

### ***Integral Coach***

*(based on Ken Wilber's Integral Psychology)*

New Ventures West, San Francisco, California, June 2003

### ***Spiral Dynamics Integral - Level One***

The Spiral Dynamics Group, Denton, Texas, February 2003

## **PROFESSIONAL DEVELOPMENT**

### ***Leading Out Loud***

Blessing/White, Alameda, California, March 2002

### ***Situational Leadership***

Kenneth Blanchard Companies, Escondido, California, January 2002

### ***Women Leading Change***

Institute for Women's Leadership, Santa Clara, California, July 2001

### ***Success Coach***

Success Unlimited Network, Reston, Virginia, September 2000

### **Nominated for the Rosemarie Meschi Award for promoting women and women issues**

Ernst & Young, McLean, Virginia, August 1999

### ***E&Y Executive Presence***

Voice-Pro, Inc.; Philadelphia, PA 1998

### ***E&Y Executive Presentations***

Power Presentations, Inc.; Cleveland, OH 1996

## **PUBLICATIONS AND PRESENTATIONS**

### *The Way of Individuation*

Pacifica Graduate Institute, Carpinteria, California, March 2006

### *God in the 21<sup>st</sup> Century*

Pacifica Graduate Institute, Carpinteria, California, March 2005

### *Reviving Electra: How Laodice became Electra*

Pacifica Graduate Institute, Carpinteria, California, March 2005

Contributing author to *Teri-E Belf's Coaching with Spirit: Allowing Success to Emerge*

Published by Jossey-Bass/Pfeiffer, July 2002

### *Partnering in Business Excellence*

Wind River Systems, February 2001

### *Taught Consulting Services Entry Program*

Ernst & Young, August –December 1999

### *PATH to Leadership: A Journey towards Mastery*

Ernst & Young, October 1998

## **AFFILIATIONS**

Integral Institute

Spiral Dynamics Integral

New Ventures West Alumni

Institute for Women's Leadership

C.G. Jung Institute of Los Angeles

International Coaching Federation

Society for Organizational Learning

Orgdyne: Organizational Dynamics

Association of Training & Development

Professional Coaches & Mentors Association