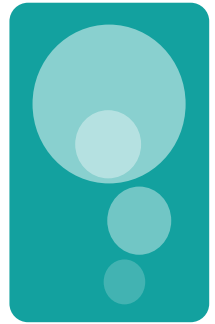




Ken Majer

Wine Business Leadership Coaching



Ken Majer is the author of four books on values-based corporate culture and leadership values. His work enables business leaders to build powerful and practical strategic plans based on a foundation of shared core values.

Majer has been a successful management consultant and senior executive for over 30 years. He is an effective strategist with proven ability in coaching executives, facilitating management teams, and building values-based organizational cultures. His specialty is addressing audiences at all levels on *Values-Based Leadership*, *Values-Based Organizational Alignment*, *Values-Driven Strategic Planning*, and *Values-Driven Executive Coaching*.

Majer is also a resource speaker and a former group chairman of Vistage International. Vistage is the world's largest member organization of CEOs, business owners, and key executives with over 10,000 members dedicated to increasing their effectiveness and enhancing their lives. Ken has addressed over 175 Vistage audiences on topics related to values-based leadership and strategy over the past decade.

Majer consults with national and international companies and government agencies for which he has designed, facilitated, and implemented initiatives in key strategic and operational areas. A partial list of Majer's clients includes: AT&T, Chappellet Vineyard & Winery (Napa Valley), Citibank, GTE, Intel, Jack Morton Worldwide, Motorola, Navigation Technologies, Inc., Netscape, Nissan Corporation, State Farm Insurance, Toyota Financial Services, the US Government, and Williamson Wines (Sonoma County). He has a special interest in working with wineries in Napa and Sonoma counties in California.

His books, *Values-Based Leadership* and *Values in Action!*, have been acclaimed by many leaders in corporate America, and *Values-Based Leadership* has been requested by top officials at the White House. His third book in his values series is the story of Lt. Commander Scott "Yogi" Beare, a decorated U.S. Navy aviator: *Yogi Beare! Values of as Blue Angel*. Most recently Ken teamed with Bill Williamson to write *Way Beyond Wine: The Williamson Wines Story*.

Ken has an AB in Psychology from Stanford University and he earned MS and PhD degrees in Educational Psychology and Instructional Design from Florida State University. He is married, enjoys sailing, tennis, biking, and reading thriller novels.