



Wendi Peck

Wendi Peck is CEO and co-founder of Executive Leadership Group, Inc. (ELG), a boutique management consultancy serving senior leadership in both private and public sectors, with emphasis on the military. Wendi's focus is on developing measurable representations of strategy and then aligning structure, processes, programs and resources to them. She has led the way in the development of research-based methodologies that assist organizations in building what ELG calls implementation strength.

Her clients have included Qwest Wireless, Molson Coors Brewing Company, US West, Seagate, The St. Paul Companies, Wegener Corporation, US Navy, US Marine Corps, US Coast Guard, Naval Postgraduate School and the National Security Agency.

Wendi received her MBA from the University of Denver and a Master's Certificate in Project Management from George Washington University.

Wendi's writing focuses on practical issues of strategy implementation such as accountability, authority, horizontal & vertical alignment, and measuring success.

Wendi co-authored with Bill Casey "Managing for Results," a monthly column in the *Denver Business Journal*, and contributed to the book, *Business Driven Information Technology: Answers to 100 Critical Questions for Every Manager*, sponsored by the University of Colorado at Denver's College of Business and published by Stanford University Press. <http://amzn.to/chbMqr>





William Casey, Ph. D.

Bill Casey consults in the area of organizational behavior management specializing in organizational structure design, strategic planning and strategic execution. Before co-founding Executive Leadership Group, Inc., he was a vice president with a subsidiary of Touche Ross, the Garr Consulting Group.

In addition to his consulting practice, Bill serves on the faculty of the Naval Postgraduate School in Monterey, California, teaching strategic planning and execution to senior civilian and military leaders for the university's Center for Executive Education. Bill has also taught for the Haas School of Business (UCal, Berkeley), the Daniels School of Business and University College (University of Denver), and others. He completed his doctorate in psychology at the University of Kansas, with a dissertation that focused on business applications of reinforcement theory. He also has a master's degree in education from the University of Denver.

His clients have included Chase Manhattan Bank, Sunoco, Zurich Life Insurance, The Denver Post, The May Company, Microsoft, Qwest, Molson Coors Brewing Company, ING, US Navy, US Marine Corps, US Coast Guard, Naval Postgraduate School, and the National Security Agency.

He writes both professional and popular articles on management and has co-authored three books in the areas of psychology and communication, and co-authored a chapter for each of two texts on management. For two years Bill co-authored, with Wendi Peck, "Managing for Results," a monthly column in the *Denver Business Journal*, and a contributed to the book, *Business Driven Information Technology: Answers to 100 Critical Questions for Every Manager*, published by Stanford University Press.

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