

The Added Edge, Inc.

The Catalyst for Win/Win Consulting . . .
Human Resources, Marketing, Sales & Catalytic Coaching
www.TheAddedEdge.com

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Biography for Leslie Sheridan, Trailblazer, Rainmaker & Coach



Leslie Sheridan, President and founder of *The Added Edge, Inc.*, specializes in providing corporations and businesses, both large and small, with marketing, sales and human resource solutions. She also provides individuals with both professional and personal Catalytic Coaching (www.AddedEdge.com) and organizations with speaking and motivational training on a variety of topics.

Leslie has practiced in several business arenas and has 26 years of combined experience in human resources, marketing, sales and Catalytic Coaching:

- 7 years as a human resource generalist
- 3 years as a human resource specialist
- 16 years marketing and selling management consulting services/products.

Leslie has consulted and worked with executives from a variety of industries. She particularly enjoys marketing and selling services/products in both upstart and turnaround phases of business development, as well as businesses which benefit humanity.

Key Accomplishments

- Leslie founded and has managed her own international consulting firm for nine years.
- At *IBM*, Leslie guided the re-launching of a consulting practice, by developing and implementing annual marketing plans for nine functional units.
- For *IBM*, she generated *three multi-million-dollar opportunities with Fortune 500 companies*.
- *For her exemplary commitment to the marketing of a new business at IBM, she received a special performance award.*
- Covering a 50-state territory, targeting mostly Fortune 1500 companies, both as employee and as consultant, some of the companies Leslie has secured and/or conducted business with include:

Alexander & Alexander Consulting
Allied Van Lines
Allstate
American Airlines
American National Can Company
Budget Rent a Car
Cargill
Carlson Companies
*Carlson School of Management/
University of Minnesota*
Caterpillar
Cendant
Chase Manhattan Bank
City of St. Paul
Clark Consulting
Danaher/Matco Tools

Deluxe Corporation
Donaldson, Lufkin & Jenrette, Inc.
Ford Motor Company
National Computer Systems
Northwest Aerospace Training Corp.
Northwest Airlines
Norwest Corporation
Pillsbury
Robert Half International
Saint Gobain
Solar Turbines
U.S. Bank
U.S. West Communications
Watson Wyatt Worldwide
Weatherford
Zenith Electronics Corporation

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(continued)

- In her independent representation of an international consulting firm, covering a 50-state territory and targeting Fortune 1500 companies, Leslie *produced \$2.5 million in revenue in a one-year period.*
- For several national firms, she *expanded their prospect databases by 1000% in the first year.*
- Leslie successfully managed and marketed three product lines for a national assessment company, *tripling sales revenue in a one-year period.*
- Employed by two international banks and an international food company, Leslie designed and implemented numerous human resource initiatives, including divestitures and new business launches.
- Leslie researched and authored The Human Resources Guide for Official Staff at Chase Manhattan Bank.
- In her capacity as a Human Resources Consultant, Leslie has been mentioned in the Wall Street Journal's "Managing Your Career" column of the Marketplace section, and has been seen on Maui Community Television.
- Leslie was awarded a prize by Working Woman magazine for an essay on time-management strategies.

Education

Leslie received *two Bachelor of Arts degrees in Spanish and Sociology* from the *University of Wisconsin-Madison.*

In addition to academic learning, Leslie has been committed to personal development through intensive transformational trainings for over 15 years, and spiritual studies during the same period of time.

Personal

Leslie was raised on a Chippewa reservation in northern Wisconsin. She currently resides in beautiful Sonoma, California.

Outside of the work arena, Leslie enjoys competitive sailing, painting, reading, speaking Spanish, writing poetry, photography, philosophical and spiritual exploration, travel, and making a difference as a volunteer with various non-profit organizations.

Leslie's poetry has been published by the National Library of Poetry in a poetry anthology entitled "The Peace We Knew" and in Maui Times Magazine. Leslie is also a recorded lyricist on the compact disc "Go Ask The Sky Why."