



Ed Forsberg
Executive Strategist

Ed Forsberg succeeded in senior level executive positions at world class banks which included Citibank, Bankers Trust Co., the legendary British merchant bank Brown Shipley & Co., SOCGEN and Commerzbank. He was successful because he has the ability to see qualities in people, their companies and their markets that others found hard to discern. Ed's most dramatic successes have been the direct result of building high performing teams that rapidly react to changing market conditions, execute winning strategic plans and build sustainable relationships that result in superior quality portfolios.

The sophistication of Ed's Executive Coaching comes from his experience as an investment banker where his ability to spot both winners and opportunities resulted in successful financial advisory engagements, arranging and financing M&A transactions, satellite transponders, alternative energy power producers, commercial aircraft and an NFL Stadium. Ed can distinguish future winners and coach them to become truly exceptional performers.

Team building success can have a greater impact on a company's future results than almost any other aspect of corporate leadership. The most successful process begins with the CEO engaging an expert adviser to assist in the evaluation and selection of key team members. The process then involves the alignment of team members' incentives with the stakeholders' objectives. It continues with rigorous coaching and individually tailored consulting to equip each manager with needed tools and to support his or her progress through increasingly responsible positions. Ed has a record of coaching, mentoring and advising senior managers to achieve breakthroughs in their careers.