

## ALISON B. MEYER

[www.linkedin.com/in/alisonbloomfieldmeyer](http://www.linkedin.com/in/alisonbloomfieldmeyer)

### LEADERSHIP COACH AND EDUCATOR

Leadership Coach and Educator Alison Meyer helps increase human performance across people, organizations, and cultures. Her research area is the pedagogy of leadership practice—how to develop and refine one’s leadership skills and behaviors. She develops and teaches through experiential programs that center on “learning by doing” and student engagement. Central to her work are the principles that leadership is a practice, not based on position but on action, and that we commit acts of leadership from where we are. Her cross-disciplinary professional experience combines deep expertise in business and the arts. As a veteran of Apple, Inc. and founder of two successful consulting practices, her work integrates industry and academic knowledge, to interdependently inform, influence, and develop the best in leadership.

#### Current Teaching and Practice Areas:

- Leadership Performance Lab – iterative practices and methods to develop leadership behaviors, build collaboration, engagement, belonging, and creativity/innovation in organizations
- Inclusive Leadership – behaviors and structures that increase inclusion in business cultures
- Strategic Communications – persuasive communications and presenting data
- Leadership Strategy – Business and Organizational Leadership and strategy

### EDUCATION HIGHLIGHTS

#### Degrees

2011 MBA: UC Berkeley, Haas School of Business, Leadership Emphasis  
1987 BA: UC Berkeley, History of Art

#### Continuing Professional Development and Learning

2018 UCSD Teaching and Learning Commons, Course Design Studio  
2017 Women’s Executive Leadership Program, Berkeley Executive Education  
2016 Centre Artistique International Roy Hart, Malérargues, France, Certificate in Voice  
2014 Designing Learning Certificate, Association for Talent Development  
2013 Coaching Certification, UC Berkeley Executive Coaching Institute  
2011-12 Managing People, Communications, and Teaming courses, Apple, Inc. internal employee education programs  
2004 Goethe Institute: ZD and ZMP certificates in German Language, Zurich, Switzerland  
1995 Certificate in Acting: American Conservatory Theater, San Francisco

### ACADEMIC PROFESSIONAL EXPERIENCE

**UCSD RADY SCHOOL OF MANAGEMENT**, San Diego, CA

**2015-present**

#### Lecturer in Leadership

Courses developed and currently teach:

MGT 439: Topics in Organizational Behavior – Strategic Communications & Storytelling | 2017-present  
MGT 439: Topics in OB – Leadership in Practice: Coaching & Inclusion | 2020-present  
MGT 439: Topics in OB– Leveraging Equity, Diversity & Inclusion in Organizations | 2018-20  
MGT 439: Topics in OB– Coaching Lab for Leaders | 2016-2019  
MGT 164: Business and Organizational Leadership | 2019-present  
MGTA 402: Data-Driven Presentations | 2020-present

Other Teaching:

MSBA Capstone: Team presentations coach | 2020-22  
MGTA 401: Data-Driven Communications | 2018-2020  
MGT 129: Topics in Entrepreneurship – Women in Business | 2018  
Presentations for: MBA Professional Seminar Series, Orientation Teaming, Flex MidProgram Weekend. Women of Rady panel, Coaching panel, Leadership in TDGR286. MicroMBA: Leadership Storytelling. Teaming.

Contributions to Service:

EDI Committee 2020-present; Presentations coaching for PhD students; Independent Study advisor

Awards:

Class of 2021 “Excellence in Teaching” Award for MGT 439 Leadership in Practice: Coaching & Inclusion

**ALISON B. MEYER, CV**

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**UC BERKELEY HAAS SCHOOL OF BUSINESS, Berkeley, CA**

**2009-present | on leave AY19-20, 20-21**

**Continuing Lecturer, MBA programs | 2017-present**

**Lecturer, MBA programs and Faculty, Center for Executive Education | 2011-2017**

**Graduate Student Instructor | 2009-2011**

Courses developed:

FTMBA 200D NEW Core Course: Data-Driven Presentations: Making the Business Case

XMBA 294.6 Presentation Design for Analytical Communications

EW MBA 296-11 Data-Driven Presentations

Additional courses taught:

EW MBA 200C / XMBA 200C Leadership Communications

EW MBA 291-C Active Communicating

EW MBA 291-T Leader as Coach

Executive Education High Impact Leadership

Executive Education Berkeley Executive Coaching Institute

**UC BERKELEY FUNG INSTITUTE FOR ENGINEERING LEADERSHIP, Berkeley, CA**

**2017-2018**

**Lecturer, Communications for Engineering Leaders**

Courses developed:

E295 Communications for Engineering Leaders

### **INDUSTRY PROFESSIONAL EXPERIENCE**

**UNCONDITIONAL LEADERSHIP, LLC, San Francisco and San Diego**

**2011-present**

**Leadership Coach and Educator**

Develop custom leadership development programs and curricula. Includes executive coaching, speaker coaching, and strategic team consulting services. Client companies: Microsoft, Salesforce, Apple, Ubisoft, SAP, PayPal, Google, Nest, Ziff-Davis, Sandia National Labs, Berkeley Lab Foundation, UC Berkeley, CreatorDeck, Hydrostasis and numerous individuals.

Selected Workshops and programs:

Leadership Performance Lab, Leading People and Teams, Coaching Skills for People Managers, Team Goals and

Strategy, Leadership Storytelling, High-Performance Teams, Unconscious Bias, Trust-Based Relationships, Data-Driven

Storytelling, Women with Power, Body Language of Power, Executive 360 review.

**APPLE INC, Cupertino, CA**

**2005-2013**

Helped build Apple's digital content business/iTunes from start-up division to billion-dollar global media business. Partnered with over 100 media company partners including HBO, ABC-Disney, NBCU, PBS, Sesame Workshop, and Discovery Networks to bring content to the store. Curated content and developed editorial features on the store.

Marketing Manager, Independent Film | 2011-2013

Merchandising Manager, US TV | 2010-2011

TV Partner Relations and TV Merchandising | 2008-2010

TV Editorial Producer and Label Representative | 2006-2008

Classical Music Web Producer | 2005-2006

**ACCOUNTING & OPERATIONS CONSULTANT, San Francisco, CA and Zurich, Switzerland**

**1996-2005**

Ran independent consulting practice to SMEs on operational functions for growing startups. Services included accounting, Quickbooks implementation/GL/AP/AR/forecasting, strategic consulting to executives, and operations development.

**ACTOR/SINGER, San Francisco, CA and Zurich, Switzerland**

**1991-2004**

Please see separate professional actor resume

**Professional Organizations:** International Coaches Federation. **Languages:** Conversational French, Basic German

**Hobbies:** Books, singing, food, tools, nudges, DIY, skiing, hiking, bicycling, books, acting, singing, puttering, words, music, books

"You must do the things you think you cannot do." – Eleanor Roosevelt