

Strategic Advisory Board



MICHAEL J. GELB
Co-Chair

Michael is the world's leading authority on the application of genius thinking to personal and organizational development. He is a pioneer in the fields of creative thinking, accelerated learning, and innovative leadership. Gelb leads seminars for organizations such as DuPont, Merck, Microsoft, Nike, Roche and YPO. He brings more than 35 years of experience as a professional

speaker, seminar leader and organizational consultant to his diverse, international clientele. Michael is the author of 15 books on creativity and innovation including the international best seller *How to Think Like Leonardo Da Vinci: Seven Steps to Genius Every Day*.



LUIS GALLARDO
Co-Chair

Luis Gallardo is the Founder & President of the World Happiness Foundation and World Happiness Fest, along with being an author of the best-sellers, *Happytalism*, *The Exponentials of Happiness*, among several other titles. Luis is also Director of the Gross Global Happiness program at the United Nations University for Peace.

Luis is a social innovator and entrepreneur with the higher purpose of elevating the vibration of the planet by developing ideas, connecting thought leaders, activists, and communities, while increasing awareness on the science of happiness, holistic education, and smart innovation. This access to the brightest and most conscious individuals, along with his own global executive background in industries from professional services to the internet, has inspired him to understand the world needs new lenses, in order to realize growth and how humans and societies can thrive.



JOHN STAINES
Co-Chair

John Staines is an innovative and strategic Human Resources leader with extensive global experience from startups to Fortune 100 companies. As a LatinX CHRO (born in Lima, Peru), he cherishes his Latin American roots. John has led global HR teams, as well as developed talent management initiatives, with a special passion around Culture, Employee Inspiration, as well as

Diversity, Equity & Inclusion. He is currently the Human Capital Advisory Practice Lead with Calibre One, a major Executive Search and Talent Advisory firm.

In his previous roles, John has been influential in leading large scale change. As VP, HR Officer at Cigna, he developed a high potential leadership program, applauded as a best-in-class initiative for women. At The Gap, as VPHR, Global Supply Chain, he connected DE&I and business strategy to significantly improve store performance. At Mattel, John combined three distinct business unit cultures and talent programs, with a combined savings of \$385M, while improving employee engagement by 30%. John also held many HR leadership positions at PepsiCo., where he developed several innovative benefits programs.

John received his BS in Economics with Honors from the University of Wisconsin-Madison and his MBA from the University of Michigan.



JENNIFER BORISLOW, CLU

Jennifer Borislow is the Founding Principal of Borislow Insurance. She is a nationally recognized expert, author, speaker and thought leader on employee benefits, insurance and related business strategies. As Chief Executive Officer and strategic coach of the organization, Jennifer focuses her energy on helping the agency create a unique experience for our clients and doing it all with a personal touch. For 36 years, Jennifer has helped business owners, executives and professionals

develop a clear, forward-looking strategic vision for their organization that leverages employee benefits, risk management and much more.

She is the co-author of four books, Bend the Healthcare Trend, Inspire to Act and Inspire to Act for Kids with her business partner, Mark S. Gaunya. Inspire to Act is a collection of stories helping others to embrace the power of kindness.

Jennifer is Past President of the Million Dollar Round Table (MDRT), a premier international, association of leading financial services professionals. She is also a leading member of prominent industry associations such as TOT, NAIFA, NAHU and AALU, as well as several carrier/broker advisory councils. She has quoted and published in Advisor Today, Business Week, Life Insurance Selling, Boston Globe and other trade journals and publications.



HEATH DIECKERT

Heath is the founder of The Dieckert Group, a coaching group that has served over 10,000 clients in over 3000 companies in 43 countries. Heath's passion is serving company founders and CEO's as they navigate the multiple stages of corporate and professional development in order to sustainably grow and impact the world in a positive way. Heath was drawn to LifeGuides because he believes its mission is an extension and expansion of his own life's work and is committed to

seeing LifeGuides thrive and grow like so many of his other clients.



GEORGE BANDARIAN II

George was the President & CEO of AMI for over 15 years. As a successful CEO, he grew revenues and value over 10X turning the company into a leading provider of business process automation, with notable clients such as SpaceX, Walt Disney Company, NBC Universal, Northrop Grumman, USC, County of Los Angeles and many others. By selling workflow automation over the course of 15+ years, George gained incredibly wide and deep B2B vertical and horizontal market experience

across many industries and sizes including Enterprise, SMB, Government, Education and Military. Knowing he had a greater impact to make in the world, in February 2018 he negotiated a multi-million-dollar exit selling to a strategic buyer creating huge wins for all parties involved.

George graduated from USC's Marshall School of Business, Greif Center for Entrepreneurship. He was born and raised and happily living in Glendale, California. He loves to love his wife Mariam and 2 boys Geo and Greyson. In his free time, George can be found in deep meditation, practicing yoga, playing or watching sports, or learning about the latest in exponential technologies, especially A.I. and Robotics.



DAVID CHEN

Mr. David Chen co-founded AngelVest Group (angelvestgroup.com), an investment platform comprising of individual angel investors to curate and invest in early-stage companies. AngelVest Group has grown to be one of the largest branded angel groups in Greater China comprised of mostly American expats based in Shanghai, Hong Kong, and Singapore. Mr. Chen is an avid supporter of disruptive innovation and entrepreneurs who have great vision and high levels of

consciousness for making large-scale positive social impact. His areas of investment focus in recent years include robotics, AI, blockchain, and other Internet businesses.

Mr. Chen is also a Board member of the Harvard Business School Alumni Angels – with the mission to provide an educational and networking forum for individuals interested in angel investing. Previously, he worked in a variety of corporate finance and product development roles at companies including Salomon Brothers, Advanced Micro Devices, and Honda Motor.

Mr. Chen earned his BS in Electrical Engineering from the University of Rochester and MBA from Harvard Business School. Originally from New York, Mr. Chen recently lived in Shanghai, China for over 12 years and currently spends his time between the USA and Asia.



EDIE GOLDBERG

Edie Goldberg, Ph.D. is the Founder & President of E.L. Goldberg & Associates in Menlo Park, California. She is a nationally recognized expert in talent management and the future of work. Her practice focuses on designing human resources processes and programs to attract, engage, develop, and retain employees. Edie is the co-author of *The Inside Gig: How Sharing Untapped Talent Across Boundaries Unleashes Organizational Capacity* and *Flipping the Script on*

Performance Management: From Evaluation to Enablement.

Prior to starting her own firm over 20 years ago, Edie was a Global Thought Leader in the Human Capital Practice at Towers Perrin. She holds a Ph.D. in Industrial/Organizational Psychology from the University of Albany, SUNY. She is the Chair-Elect of the SHRM Foundation Board of Directors, past recipient of HR People + Strategy's Lifetime Achievement Award, a Fellow of the Society for Industrial & Organizational Psychology, and she is a member of the Board of Advisors to several HR technology companies. Edie has been named a top 100 HR influencer for the past 2 years.



DR. CHRISTOPHER JONES

Educated at the University of Oxford with dual degrees in health economics and biology, Dr. Jones is widely recognized for his health economics and outcomes research evaluations of in-vitro fertilization (IVF) that resulted in annual financial savings up to USD 100 million to the National Health Services (NHS), without compromising women's success rates. In 1999, he invented evidence-based fertility insurance, a concept which is now being implemented internationally. He

also founded the first website to give women population-based information concerning their chances of taking home a baby following IVF.

Dr. Jones has authored and co-authored scholarly articles that have appeared in such places as the New England Journal of Medicine and British Medical Journal.

He currently works in venture capital, networking with existing and future entrepreneurs in early investment opportunities in Health Tech and Cybersecurity.



JIM LINK

Jim Link is an Atlanta-based business consultant and former Fortune 500 executive specializing in equipping leaders with the tools needed to build best-in-class, inclusive workplaces that drive revenue and profitability.

Jim's experience include roles of increasing responsibility in human resources, mergers and acquisitions, and operational effectiveness. His personal interests include talent acquisition management, employee and leadership development, equality and equity, employee engagement, internal innovation, and driving rapid business scalability through both organic and inorganic, often complex, growth opportunities.

Born and raised on a working family farm, Jim brings an agile, transparent, can-do approach to his client's needs. Equally effective from manufacturing floor to board room, his natural curiosity and resourcefulness generates long lasting relationships that drive value creation and sustainable business results.

As a recognized thought leader in human capability and the future of work, Jim is a sought-after commentator with the national and international press, features widely on the lecture and speaker circuit, and consults with leaders, companies and boards of directors around the world on matters related to the workplace.

Additionally, he is in his tenth year as an adjunct professor teaching Human Resources Strategy in the MBA program at the Poznan School of Economics in Poznan, Poland and entering his second year teaching the same topic to graduate students in Yangon, Myanmar.

While serving on boards of advisors for several early-stage companies, Jim is a board member of the Society of Human Resource Management (SHRM) Foundation and the Federal Reserve Bank of Atlanta Human Capital Advisory Council. He is active with a number of charitable organizations in his community and is certified as a SHRM Senior Certified Professional (SHRM-SCP).



ALEXANDER MCCOBIN

Alexander McCobin is an entrepreneur, executive, advisor, and investor committed to helping leaders and businesses turn abstract ideals into real world solutions.

He has co-founded and led half a dozen organizations, both for-profit and nonprofit, and is best known for his tenure leading Students For Liberty, the largest organization of pro-liberty students in the world, as well as being the former CEO of Conscious Capitalism, a movement of business

leaders committed to business as a force for good. He is currently the co-founder of Leap, whose purpose is to open doors to entrepreneurship.

Alexander is a graduate of the University of Pennsylvania with a BA in Philosophy and Economics, along with a MA in Philosophy.



SERGUEI NETESSINE

Serguei Netessine is Vice-Dean for Global Initiatives and Dhirubhai Ambani Professor of Innovation and Entrepreneurship at the Operations, Information and Decisions Department of the Wharton School, University of Pennsylvania.

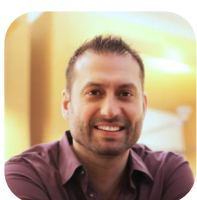
Prof. Netessine received BS/MS degrees in Computer Science and Electrical Engineering from Moscow Institute of Electronic Technology. After working for Motorola and Lucent Technologies,

he received MS/Ph.D. degrees in Operations Management from the University of Rochester.

He has worked on business model innovation and operational excellence with numerous government and Fortune-500 organizations including the FAA (USA), Government of Singapore, Lockheed Martin, Procter & Gamble, McDonald's, Rolls Royce, Comcast, Expedia, ABB and US Air Force.

Prof. Netessine regularly participates in forums on Innovation and Entrepreneurship, including World Economic Forum in Davos and World Knowledge Forum in Seoul. He was a member of the "Future of the Economy" committee for Singapore Government.

A prolific writer, Professor Netessine holds senior editorial positions at leading academic journals and has co-authored publications in prominent management journals, including: Management Science, Marketing Science, Operations Research, Harvard Business Review and other. His work has received extensive media coverage in CIO Magazine, The Economist, Forbes, Huffington Post, Multichannel Merchant, New York Times, US News, Business Standard and Strategy & Business and other press.



RYAN PICARELLA

As a pioneering leader in employee wellbeing, wellness, and corporate culture, Ryan Picarella has worked with communities and organizations around the world to ignite healing social movements - and to ultimately create long-term, healthy lifestyle changes for millions. With extensive knowledge in organizational culture, Ryan approaches initiatives from a holistic perspective encompassing the many aspects of well-being.

After more than eight years as the CEO of the Wellness Council of America (WELCOA), Ryan had served on our internal team supporting LifeGuides' growth and partnerships. Previously, he held several roles with Blue Cross, and other health solutions industry leaders.

Widely known for his thought leadership, Ryan has consulted with Fortune 500 companies, been a keynote speaker at global conferences, serves as a senior fellow with WE in the World focusing on well-being and equity around the world, along with many additional board nominations. His work has been featured by the Center for Disease Control and Prevention, The American Journal of Health Promotion, Human Resources Executive, among other notable publications and media outlets.

Ryan holds a MS in Industrial and Organizational Psychology from the University of Tennessee, Chattanooga and a BS in Psychology from Northern Arizona University.



ANN RHOADES

Ann Rhoades is a dynamic and visionary Human Resources executive with over 25 years of experience in a variety of service-based industries. She is PRES (Person Responsible for Extraordinary Service) and Founder of People Ink, an organizational culture consulting firm, providing inspiration and strategic direction for her clients to create values-centric corporate cultures.

She is a high energy, respected creative leader, and popular speaker on employee engagement, customer service excellence, along with extensive knowledge on how to build strong, high performance service cultures. Ann is also the author of the best-selling business title, "Built on Values: Creating an Envable Culture that Outperforms the Competition."

Prior to founding People Ink, Ann served as the Chief People Officer of Southwest Airlines, Promus Hotel Company (Doubletree, Homewood, Embassy Suites, and Hampton Inn brands), and JetBlue Airways.

Ann holds a MBA in Management from the University of New Mexico.



COURTNEY A. SEARD

Courtney is passionate about developing company culture, engaging teams, coaching leaders, and transforming people-related systems. Courtney has gained global experience and broad leadership expertise working with teams and leaders to take ownership, clarify and enhance their team experience, and create a clear path forward while delivering measurable results.

Throughout her 15+ years working with startups and Fortune 500 companies using the most innovative mind sciences and entrepreneurial strategies available today, the outcomes in her training and coaching methods are reflected in her clients and their track record of success.

With her niche being late series A early/ series B startup and entrepreneurs who understand the importance and impact of company culture and are consciously committed and focused on developing and improving company culture, outcomes and health. Courtney works with companies such as GE, Snap Inc., Hilton, AT&T, Unilever, WPP, The United State of Women, The Campaign School at Yale, Loeb NYC, Bonin Ventures, and Insight Partners. She is the creator of "The Rise: Vision| Action| Planner, and is a TEDx speaker and is represented by Live Nation's SME Division.



BOB SPOER

Bob Spoer is Chief Entrepreneur for People at Ashoka, the world's leading network of social entrepreneurs. In 2017, Bob founded "Collaboration for Talent" as a 501c3 NGO to advance a new change maker talent engagement marketplace globally. Bob is also the founder of "Recruiting for Good" (RFG) at LinkedIn, which does pro bono executive and technical searches for NGOs and governments globally. Pro bono clients include the White House

Presidential Innovation Fellows (PIF), Playworks, Global Network Initiative and Ashoka.

Thanks in part to RFG's diversity recruiting success for PIF, President Obama signed the bipartisan Talent Act making the Presidential Innovation Fellows program permanent. Recruiting for Good was recently scaled up globally by LinkedIn to help companies on the front lines of COVID recruit staff and volunteers.

A veteran of Silicon Valley search, Spoer has recruited business and technical innovators globally for a number of Silicon Valley companies. As Talent Market Strategist at LinkedIn, Bob contributed to their IP with a patent for gathering trusted referrals from extended networks, invented the "hiring manager" review feature, and initiated the "Volunteer and Causes" section on the LinkedIn Profile. Over 10M professionals signal nonprofit interests today, enabling a new way for professionals to signal interests and for NGOs to find volunteers.

Previously, Spoer ran global recruiting at Trimble and TCSI. All 6 start-ups for which Bob recruited either full or part time went IPO, including LinkedIn, Bloom Energy and TCSI. He began his search career with Spencer Stuart based in Hong Kong.



WILLIAM TINCUP

William is the President & Editor-at-Large of Recruiting Daily. At the intersection of work and technology, he's an in-demand writer, speaker, advisor, consultant, investor, podcaster, and storyteller. William has written over 275 HR articles, spoken at over 400 HR & recruiting conferences, and conducted more than 2,000 HR podcasts & webinars.

He serves on the Board of Advisors / Board of Directors for 20+ HR technology startups and is a venture partner at Evergreen Mountain Equity Partners.

William is a graduate of the University of Alabama, Birmingham with a BA in Art History. He also earned an MA in American Indian Studies from the University of Arizona and an MBA from Case Western Reserve University. William is certified as a SPHR and SHRM Senior Certified Professional (SHRM-SCP).



WILL WALLACE

With over 25 years experience in organizational development & sustainability, leadership development & coaching, employee engagement & retention, and diversity equity inclusion, Will Wallace has worked in multiple sectors and industries including projects for Fortune 100 companies including AT&T and Verizon. He has worked directly for companies including Disney, Marriott International, MAXIMUS International on the New York State's Department of Health

project, and DHL Express US.

Will has also gained a well-rounded education in his field of passion, earning a Master of Science in Organizational Learning and Leadership, and a Bachelor of Science in Business Administration with a specialization in Organizational Leadership, from Barry University in Miami Shores, Florida.

Will now harnesses his experience and education to deliver human element initiatives. He creates programs that promote a company culture where all employees and customers are fully engaged and teaches them how to foster an environment where human interest, moral and ethical values, and lasting relationships can grow and prosper.



BOB WHIPPLE

Bob Whipple is CEO of Leadergrow Inc., an organization dedicated to development of leaders. He speaks internationally on leadership topics and the development of trust. A senior leader at a Fortune 500 company for over 30 years, Bob accomplished revolutionary change while leading a division of over 2000 people through the application of outstanding "people" skills.

Bob is a student of the leadership process and has developed unique approaches to achieving excellent results through full engagement of people. He is author of four books and 60 videos on Trust and Leadership.

Bob's ability to communicate pragmatic approaches to building trust in an entertaining and motivational format has won him top ranking wherever he speaks. His work has earned him the popular title of "The TRUST Ambassador."

Bob has earned a BS in Mechanical Engineering from Union College, a MS in Chemical Engineering from Syracuse University, and a MBA from The Simon School at The University of Rochester. He is a Management Quality "Blackbelt" and has achieved a Certified Professional in Learning and Performance (CPLP) certification from the Association for Talent Development (recertified in 2020). He also holds several distinguished honors including: Lifetime Achievement Award – Association for Talent Development 2019; Chair of Board of Directors – Rochester Area Business Ethics Foundation 2017-2020; Making an Impact Award – National Association for Human Resources 2018, and more.



KATHI WINTER

Kathi Winter's passion is facilitating organizational health through a focus on the development and growth of people, processes and systems. For 20+ years, Kathi has focused on differentiating cultures, enabling processes and support systems to create sustainable, thriving organizations and communities.

Kathi has had the privilege of working with leaders across the globe, as well as leading teams of profound thinkers and innovators in organizations, including Honeywell, CIT, LoanDepot, Nextiva and MetaBank.

Parlaying the exemplary people experiences from her many years in the private sector, she is now expanding her previous education (BA and M.Ed) with additional graduate level study in Educational Psychology.

Her next chapter is set to reform the K-12 education system through establishing connectivity and accountability. Kathi is an advocate of a shared purpose model of academic and social/emotional excellence for everyone – from students, teachers and parents to the local communities.



IN MEMORIAM OF BARBARA MARX HUBBARD (1929-2019),

OUR ADVISOR, COLLEAGUE, AND FRIEND FOR HER TREMENDOUS
HELP AND GUIDANCE LAUNCHING LIFEGUIDES.

Barbara was a world-respected futurist, author and public speaker. She was credited with the concepts of 'The Synergy Engine' and the 'birthing' of humanity. As an author, speaker and Co-founder/President of the Foundation for Conscious Evolution, Barbara posited that humanity now, as never before, is on the threshold of a quantum leap. If we are able to integrate newly emergent scientific, social, and spiritual capacities, we could transform ourselves to move beyond our current global crises to a magnificent future equal to our vast new potential.

She has a biography by author Neale Donald Walsch, *The Mother of Invention: The Legacy of Barbara Marx Hubbard and the Future of "YOU."* Her name was placed in nomination for the vice-presidency of the United States on the Democratic ticket in 1984, and at which convention she gave a speech upon being nominated.

Barbara Will Remain In The Thoughts And Hearts Of Our Team.