



## Barb Gee Consulting

Organizational  
Catalyst

Barb Gee has 30 years of experience in the computer industry, where she has held a variety of management positions in virtually all functional areas. After 6 years with Hewlett-Packard and 5 years with Silicon Graphics, Barb started her own consulting practice in January of 1991. Since starting her consulting practice, Barb has also worked in the non-profit and public sectors, both as an Interim Executive Director, as well as an Organizational/Project Consultant.

Barb provides executive and general management consulting services to a broad range of organizations, in the for-profit sector, as well as the non-profit and public sectors. She specializes in organizational and operational consulting where change is required:

- organizations facing high-growth
- organizations experiencing operational trouble
- organizations experiencing leadership transition
- organizations needing structure established
- organizations requiring re-structuring



She has worked with high tech companies, social services agencies, and school districts, and provides services in **Major Initiatives, Turnaround Interventions, and Organization Building.**

Barb prides herself on being able to craft simple, practical solutions to complex organizational problems. These solutions may be related to people management, application of technology, or process management. Many solutions require all of these components.

Barb received a Bachelor's degree in Electrical Engineering and Computer Sciences, with honors, from the University of California at Berkeley. She received a Master's degree in Management from the MIT Sloan School of Management.

In addition, she has served on a variety of Boards and Commissions, as well as having served as a key faculty member of the Washington Academy of Community Development (where she taught Organizational Management).

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## MAJOR INITIATIVES

For organizations in a critical execution phase, where delivering results that require tight coordination across functional areas is crucial and the scope of work is large, focused leadership may be required. These situations may include:

- first product launch
- new product development
- implementation of a strategic initiative
- joint implementation of an initiative to support a key partnership agreement

In addition, in situations where vision is strong, but there is no plan to get “from A to B”, strong high level project management may be needed.

## SERVICES INCLUDE

- Sizing and scoping of large-scale, cross-functional initiatives
- Developing macro-level milestones and action plan for meeting those milestones
- Defining staffing required for initiative to succeed in a sustainable manner
- Managing execution of action plans
- Managing relationships with strategic partners

## TURNAROUND INTERVENTIONS

For organizations experiencing trouble, a “turnaround intervention” may be required. Problems may include:

- difficulty with setting and meeting reliable schedules
- difficulty with establishing correct priorities and staying focused
- lack of credible business model
- lack of clear structure and accountability (affecting ability to deliver results)
- lack of realistic operational plan
- unclear product direction due to internal focus
- leadership void
- no way to pull together diverse sets of expertise into a cohesive business
- interpersonal tensions hindering executive team development

## SERVICES INCLUDE

- Assessing problem situation and developing a “fix it” plan
- Establishing vision and developing strategic plan
- Developing plan for turning organizational dysfunction into healthy execution capacity
- Developing operational plans (clear milestones and action plan required to meet them)
- Developing realistic business model
- Serving in an interim executive capacity
- Playing “Virtual COO” role (setting executive staff agendas, managing executive staff meetings)
- Serving on Advisory Board

## ORGANIZATION BUILDING

For organizations that are on the cusp of high growth, help with designing and building an organization that is operationally scalable may be required.

For organizations that need re-structuring or assistance with leadership transition, help with moving an organization gracefully through change may be critically needed.

Through establishing structure, or re-structuring company functions and role of top management positions, and establishing key measures to aid management teams in staying focused and customer-driven, Barb Gee can provide invaluable help to ensure success.

## SERVICES INCLUDE

- Assessing organizational capacity
- Identifying key processes needed for operational success
- Authoring job specifications for key management roles
- Management of key recruiting processes
- Mentoring new executives and managers
- Crafting high-level presentations
- Writing key documents for internal communication
- Assisting organization through transition