

**Iva M. Wilson Ph.D.**

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January 2003 – Present

**The Coaching Collaborative**

Ann Arbor, Michigan  
President

She established this consulting firm so she can help leaders who need to recreate their organizations to adapt to continuously changing environment. By using everything she learned from her own successes and failures as a leader of change, she is assisting others through facilitating workshops on collaborative leadership, strategic planning, providing executive coaching to leaders both in for profit and non-for-profit organizations. In 2010 she joined with Peter de Ruiter and they became partners in the business.

In 2013 Iva started the ICA (International Coaching Academy) coaching school and graduated from their Certified Coach Training Program in January 2014. Iva is also an accredited coach by the International Coach Federation.

In January of 2014 Peter and Iva decided to separate the coaching business from the consulting business so as not to confuse the potential customers. Peter will focus on the consulting business and Iva on coaching business. The consulting business goes under the name The Consulting Collaborative.

Iva's coaching niche are women managers or executives dealing with difficult daily challenges. Iva also coaches men who as managers or executives find themselves in difficult situations. Those situations range from having challenges such as communicating, working in a team environment, leading others looking to get promoted but not getting the promotion etc. Iva can also help her clients improve their performance on the job such as getting better results. Iva's experience as a trained coach and a retired female executive makes her perfectly suited to especially support women in business.

Below, you can see Iva's past accomplishments in business.

January 2002 – July 2003

**GYRICON MEDIA INC.**

Ann Arbor Michigan  
President

Gyricon Media is a spin-off from Xerox that develops and manufactures electronic paper. This effort was started in Palo Alto Xerox Research lab. Iva Wilson worked first as a consultant to support the CEO in developing the manufacturing facility. In January 2002 she joined the company as President.

Major accomplishments:

- Developed the strategy to create a company from a research lab
- Hired executive personnel to assist her in building the manufacturing facility
- Hired all employees in the facility
- Restructured R&D and moved it to Ann Arbor
- Restructured the software development activities in Canton Massachusetts and initiated the process of developing software through an external source

(Note: In July 2003 Gyricon Media Inc. was renamed Gyricon LLC and was operated until December 31 of 2003 as a division of Xerox. Effective December 31 2005 Xerox terminated the operations and closed the Ann Arbor facility. More about this on: [www.gyricon.com](http://www.gyricon.com).)

January 1998 –  
December 2001

#### INDEPENDENT CONSULTANT

Ann Arbor, Michigan

Coaches and advises executive leaders committed to creating an environment in which their people can become more creative and as a result be more adaptive to the changing conditions in the environment in which they operate. Co-authored a book on leadership "The Power of Collaborative Leadership: Lessons for the Learning Organization" published by Butterworth-Heinemann ([www.learningorganization.com](http://www.learningorganization.com))

January 1997 –  
December 1997

#### SOCIETY FOR ORGANIZATIONAL LEARNING

Cambridge, MA

President

Assumed transitional leadership responsibilities for new not-for-profit organization, including organizing the incorporation process, establishing new operating structure and co-developing novel Governance model. This organization's predecessor was The Center for Organizational Learning, a research center at MIT. In 1997 this Center spun-off from MIT and became the Society for Organizational Learning. This new institution is a membership organization whose Members are corporations (among them Ford, Chrysler, Shell, HP, Harley Davidson, ATT, Lucent Technologies and others), researchers from various universities in US, and independent consultants engaged in the work of organizational learning. Major accomplishments:

- Designed the transition process, completed it on time under very difficult conditions dominated by the governance of MIT
- Incorporated the new entity as a 501(c)3 not-for-profit organization
- Worked with all potential members of the new organization and attracted all but two companies to the new entity
- During the tenure as President attracted additional companies to become members
- After leaving the position of the President continued together with four other individuals the process of creating an international network, with the objective to connect all of those aspiring organizations around the World into a global network.

January 1996 -  
December 1996

#### PHILIPS ELECTRONICS NORTH AMERICA CORPORATION

New York, New York

Senior Vice President: Manufacturing Technology and New Business Development

Chaired Manufacturing Council of North America, composed of manufacturing heads from all Philips Electronic Divisions in North America, developing operational competencies to produce manufacturing excellence and foster industrial synergy. As such she was also a member of Corporate Worldwide Manufacturing Council. Developed and led the implementation of a "Manufacturing Excellence Program" for Philips US. The objective of this program was to develop world class manufacturing leadership on all levels of the organization.

She also supported various Product Divisions and Business Groups in establishing new businesses in North America.

1986 - 1996

**PHILIPS DISPLAY COMPONENTS COMPANY**

Division of Philips Electronics North America Corporation  
Ann Arbor, Michigan  
President

Assumed responsibility for a development, manufacturing and marketing company producing picture tubes for TV and computer industry with sales in 1989 of \$250 million, 3,000 employees and operating at a loss. In 1996 the company had sales in excess of \$400 million, employing 1900 people and operating with substantial profit.

Major Accomplishments:

- Integrated an acquired company into the Philips Display Components worldwide business unit and brought the acquired company from substantial losses to profitability in an extremely competitive global market.
- Developed long-range business strategy and reorganized the company: closed an obsolete plant, relocated headquarters, and consolidated operations in one large manufacturing facility.
- Modernized the new plant in Ottawa, Ohio, investing more than \$100 million.
- Orchestrated change in corporate culture and established a new foundation for team work and total quality innovation, integrating people, machines, and work processes and increasing sales 80% to \$450 million annually.
- During her tenure PDC was awarded the 4-Phase Corporate QIS (Quality Improvement System) in North America; was the first and only winner as a complete company, and was one of only 18% of the companies to win all four QIS phases on its first application.
- Met next challenge to satisfy the more stringent, audited requirements of PQA-90: a Philips corporate worldwide award recognizing Philips Display Components as a company fully engaged in Total Quality Management.
- Attained product quality levels competitive with Japanese suppliers, making PDC a leader in service and customer support in the United States.
- Received ISO-9001 certification, a universally accepted manufacturing Quality standard.
  - 1) Initiated efforts in Organizational Learning and applied the tools and methods of OL in developing the business strategy for the division.
  - 2) Member of the Global Management Team Philips Display Components
- Was the prime mover on global management team influencing globalization and direction of display products business in nine countries within Europe, North America, South America, and Southeast Asia.
- Led Manufacturing Task force that evolved into Philips Manufacturing Council of North America.

1983 - 1986

Vice President, Engineering

Directed the engineering activities of a team of 140 Managers, Section Heads, Engineers, and Technicians in support of Cathode Ray Tube Manufacturing.

Major Accomplishments:

Restructured Engineering Department to respond as an efficient team to the needs of Manufacturing.

- Focused attention on the need for manufacturability of designs.
- Established a Specifications Function team where none existed.
- Directed the successful integration of Philips technology in the development of the product and its manufacturability.

1976-1983

ZENITH ELECTRONICS CORPORATION  
Rauland Picture Tube Division, Melrose Park, Illinois  
Manager, Product Engineering

Managed the development of all picture tube components, materials, and processes necessary to manufacture a competitive color picture tube at a minimum cost.

1968 - 1976

ZENITH ELECTRONICS CORPORATION  
Display Device R & D Laboratories, Niles, Illinois  
Manager, Electronic Optics and Gun Design Department

Rose in ranks from research engineer to the manager of the department. Managed team efforts of the design group, testing laboratory, manufacturing laboratory, and computer facility. Responsible for electron gun research and development. Consulted in all electron optics matters related to display systems.

Invented and developed an advanced electron gun that raised the performance of CRT's and as a result the entire industry followed suit.

## EDUCATION

Master of Business Administration  
University of Chicago, Graduate School of Business  
Executive MBA Program, 1983

Doctorate in Electrical Engineering, (Dr. - Ing)  
University of Stuttgart, West Germany, 1967

Diploma in Electrical Engineering (Dipl. - Ing)  
University of Zagreb, Zagreb, Croatia, 1961

Certified Coach Training Program at International Coach Academy (ICA), January 2014

## PUBLICATIONS

*Organizational Change at Philips Display Components – Reflections on a Learning Journey*,  
Innovation in Management Series  
Pegasus Communications Inc. 1999

*Organizational Learning at Philips Display Components*,  
The Systems Thinker, Volume 10 Number 5 June/July 1999  
Pegasus Communications

*The Power of Collaborative Leadership: Lessons for the Learning  
Organization*, Butterworth Heinemann, Boston 2000

## OTHER PRESENT PROFESSIONAL ACTIVITIES

Member of the International Leadership Association  
Associate at Business Success Coaches Network

### **OTHER PAST PROFESSIONAL ACTIVITIES**

Member of the St. Joseph Hospital Board  
Ann Arbor Michigan, 1989 - 2004

Member of the National Advisory Committee  
University of Michigan School of Engineering  
1969 – 2004, 2002 – 2005

Member of the Visiting Committee  
University of Michigan Business School  
1995-1998

Member of the Advisory Board  
University of Michigan School of Public Health  
2002-2005

Member of the Advisory Board of International Business  
Eastern Michigan University  
2006 - 2009

Board Member of the California Eastern Laboratories  
Santa Clara, California  
2003 - 2006

### **OTHER INTERESTS AND SKILLS**

Speaks following languages (in addition to English): Croatian, German, Italian, and French  
Enjoys classical music, travel, golf  
Loves to read, cook, entertain and participate in spirited conversation