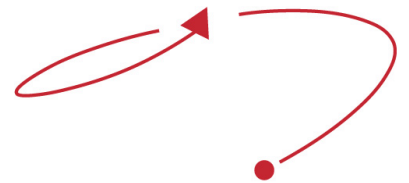


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Bouzha Cookman, Partner Media Source Sheet



CATLIN & COOKMAN GROUP

Mastering the Art of Corporate Growth

Media Source Sheet
Bouzha Cookman, Partner
Catlin & Cookman Group

Bio: Bouzha Cookman has over 25 years of experience with fast-growing organizations. With the Catlin & Cookman Group since 1997, she has built and leads two of the Catlin & Cookman Group's highly respected High-Growth CEO Forums™. These by-invitation-only peer groups are unique in being **tailored specifically to the needs of investor-backed company leaders**, which differ greatly from those of leaders of family-run or independently owned businesses. With partners across the U.S. and Europe, the Forums represent a growing international community of 80+ investor-backed CEOs. Through CEO Forums and consulting work with emerging companies, Bouzha helps CEOs build sustainable companies. **Since 1998, over \$2.2 billion in value has been generated by Catlin & Cookman Group CEO client companies.**

Bouzha has worked with over 40 CEOs of high tech companies, including Constant Contact, Circles, Agion Technology, eDialog, PeopleCube, Anaqua, Authoria, aPriori, Invoke, Ordermotion, Livevault, TMW Systems, Awareness Networks, Antenna Software, Makana Solutions, ReQuest, Demandware, Certica Solutions, OneSource Information Services, and Integra-5. **CEOs of these companies credit Bouzha and Catlin & Cookman Group CEO Forums as important contributors to their successful growth.**

Bouzha's career also includes seven years with Avid Technology where she grew a sales organization from \$2.5 to \$20 million in revenue over a two-year period, directed a product marketing effort that increased revenues from \$51 million to \$110 million in one year, and was responsible for Marketing Communications and Business Development for a \$280 million business. She is a Cum Laude graduate of the University of Pennsylvania and received an MBA from Harvard Business School.

Here are just a few aspects of leading high-growth, investor-backed companies on which Bouzha can serve as a well-informed media source:

- **Mastering the Stages of Growth through Structure and Process:** Many early stage CEOs dislike structure, favoring a seat-of-the-pants approach to key issues such as planning and process. Yet emerging companies can't successfully move through the predictable stages of growth and transformation without developing a strategic plan, executing against that plan at all levels of the company, and adjusting the plan in response to changing market factors. Bouzha can discuss the impediments to growth that entrepreneurial companies typically run into and provide insights into how CEOs and their senior teams can create and implement strategic plans that include the elements needed to overcome these barriers and foster growth. **She can also describe the elements of an effective operating system that enables companies to effectively move through the annual planning and execution cycle.**
- **The evolution of the CEO role:** The CEO role must evolve as they take their company from one growth stage to the next. What are the steps a CEO must take to effectively evolve their role? What are the common pitfalls they should avoid? How do they develop a framework for thinking about this shift? Bouzha can offer insights into this based on her experience working with CEOs in her CEO forums and in planning.
- **Avoiding CEO-Board Relationship Pitfalls:** Managing the board relationship is one of the toughest parts of an investor-backed CEO's job. Bouzha's High-Growth CEO Forum members estimate they spend anywhere from 30% to 50% of their time managing board issues, including coping with the oft-times competing interests of board members. Failing to master this relationship is a top reason leaders of entrepreneurial companies are ousted. Bouzha can discuss the sticking points of board relationships for CEOs and provide well-informed advice on how to avoid common CEO/board conflicts.
- **Satisfying Stakeholders:** To succeed, fast-growth CEOs must learn to meet the ever-changing expectations of investors, customers, employees and their senior teams. Bouzha can discuss the types of



expectations that typically come from these key sets of stakeholders and the skills leaders need to develop to align these oft-competing demands.

- **Using Corporate Culture as a Competitive Edge:** Many CEOs in Bouzha's Forums report that today's shrinking talent pool makes focusing on corporate culture more important than ever. Keeping good employees and being able to recruit new talent are easier when a company is known as a great place to work. **Bouzha can talk about the elements of a strong corporate culture as well as best practices members of her High-Growth CEO Forums have used to build cultures that provide a competitive edge.**

To schedule an interview with Bouzha Cookman on any topic related to leading high-growth companies, please contact Bouzha at 978-618-1468 or at cookman@catlinandcookman.com. Bouzha also welcomes opportunities to author by-lined articles.

