



Sue Hayden

Senior Executive Coach

Industry Expertise:

- Cloud Services/SaaS
- Enterprise Software/Technology
- Media/Internet
- Outsourcing Services
- Professional & Financial Services
- Semi-Conductor Manufacturing

Education/Certifications:

- BS in Organizational Behavior & Computer Science – Boston College
- Break Through Consulting Business Results Coaching Certification
- Brain-Based Coaching, NeuroLeadership Institute Certification

Positions Held:

- Senior Executive Coach – Break Through Consulting
- EVP, Strategic Alliances & Global Channels – Polycom
- EVP, Global Telesales/Sales Enablement – Polycom
- SVP, Global Product Marketing – Monster.com
- SVP, Global Telesales – Monster.com
- GVP, OracleDirect – Oracle Corp.
- Director, Sales & Marketing – SAP
- VP, Employer Services – Fidelity
- Sales Leader – D&B Software

Sue Hayden is a leadership coach who provides no-nonsense, practical coaching to executives across the global Fortune 500. Harnessing her 25 years of sales, marketing and leadership experience, she coaches top executives to increase their overall leadership effectiveness, and create strategies for professional and personal success.

Leaders who have completed coaching with Sue significantly accelerate performance and achieve long-lasting results, including increased confidence and self-awareness, reduced stress and elevated executive presence. By connecting to their own values they become more approachable, authentic leaders who think more clearly, and empower and inspire others. They are better able to integrate work/life priorities, and they experience renewed energy and spirit.

Sue coaches high-potential leaders across complex, global, matrix organizations. She has also created powerful leadership development programs for Oracle Corporation, Monster, and SAP, focusing on leadership presence and style, cross-functional collaboration, team dynamics and executive communications.

Break Through Business Results

Sue brings her unique blend of excellent communication skills, high-energy leadership, and experience tackling the toughest business challenges to her coaching practice.

- Coached CEO of SaaS/services firm through major acquisition, resulting in elevated executive presence, ability to deliver clear communication of strategy and vision, and alignment across new senior leadership team for focus and execution.
- Coached high-potential senior leader to have the confidence and assertiveness to close \$8m deal, the “biggest deal of his life.”
- Coached newly promoted telecommunications senior leader to expand executive presence and more effectively align with client CEO as peer, resulting in \$90m in new pipeline and deepened relationships.
- Coached CEO of SaaS company to build and implement 1- and 3-year strategic plans, resulting in alignment and focus of executive team and swift execution of 30% year-over-year sales targets.
- Supported transition of technology executive promoted from wide-scale implementation and delivery role to strategic sales leader. Elevated executive persona and communication of a stronger point of view resulted in: \$32m in sales in white space account in year 1 of new role, two significant new multi-year deals, creating “believers” internally and expanding her area of responsibility and impact.
- Coached CMO of Public Sector services organization to build strategy for integrating work/life priorities, resulting in a top performance rating and promotion, increased personal scalability, and reduced stress.

“...Sue helped me to better harness and package my raw energy and drive into a leader who better understood the importance of executive presence, consistency, values, priorities and execution. Moreover, I've leveraged this experience to help others do the same. That's the impact of great coaching.”

Matt Benelli — Group Vice President, OracleDirect