

Kevin Crenshaw

Executive & Management Intervention Coach

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“...a beacon of sanity and encouragement ... I came away feeling extremely confident that I could handle just about anything.... do yourself a favor and CALL THIS MAN!”

—Christer Hokanson, Business Owner (emphasis his)

Empower your organization through principle-based leadership and life-changing, [precision training](#). Get amazing initiative, innovation, teamwork, and results.

Background

An innovative [executive intervention coach](#) specializing in key leader and executive team turnarounds. Extensive [executive](#) experience in high-tech [business](#), [software development](#), and high-tech [marketing](#). Four-time entrepreneur, inventor of numerous processes and products. Relies on shared-responsibility management and principle-based leadership to meet objectives while developing new leaders. [Integrative decision-making style](#) (more information, multiple objectives), but adapts style quickly to meet organizational needs. Twenty-plus year track record of resourceful, people-oriented, customer-driven solutions in both traditional and virtual telework environments.

Executive Coaching & Business Experience

Four years as an executive/leadership coach empowering leaders from Fortune 500 firms to startups. Eleven-plus years of high-tech business leadership as founder, president, and CEO of four small businesses, from start-up to 32 employees. Additional experience with medium/large corporate issues as a key employee and corporate committee member. Experienced in nearly all administrative, financial, legal, and operational aspects of small business management.

- [Priacta, Inc.](#) 9/2006–Present, CEO & [Executive Coach](#). With a mission “to organize and expedite the world’s work,” Priacta is leveraging [its life-changing time management training](#), executive/leadership coaching, and [auto-prioritizing time management software](#) to revolutionize the way the world works.

“... an exceptionally talented and experienced business consultant who can help you gain control of your business AND your life.”

—Kathleen Rhodes, Business Owner

Bring it On.

Executive & Team Turnaround. Now.

Stop painful conflict.
Empower your team.
Enjoy your work again.
Make good decisions, fast.
Create permanent change.

Guaranteed Customized. Free Consultation.

Lead effectively.
Get instant productivity.
Focus on the strategic.
Seize opportunities.
Eliminate stress.

Don't Struggle!

Immediate benefits.
Full accountability.
No-nonsense, precise.
100% confidential.

Call 1-804-335-1125
or [Email Me](#).

“... An excellent executive/productivity coach.... He carefully listened ... his recommendations were tailored to my specific needs.... he loves his work and seeing others succeed—his enthusiasm toward helping me accomplish my goals was evident in all our interactions.”

—Gwendolyn Giblin, Attorney

(See more recommendations in [LinkedIn Profile](#))

- **Base Two Development** 7/1988–11/1993, *President*. Created and marketed [Spontaneous Assembly](#) programming software, 20,000+ units sold from 1990 to 1993.
- **Outbound Express** 3/1991–11/1993, *President*. Provided fulfillment services including software duplication, inventory management, and shipping. A subsidiary of Base Two Development.
- **WordPerfect Corporation** 1984-1988, *Corporate Committee Member*. Key employee and member of the 13-member Corporate Committee that advised management on matters of corporate policy and strategic direction.
- **Popular Demand, Inc.** 1/1985–12/1986, *President*. Developed and marketed the Repeat Performance keyboard accelerator, sold to WordPerfect Corp. in 1986.

Management and Leadership Experience

Twelve years of proven results in technical project, product, and team management.

Twenty-three years of leadership, management, and teaching/training experience in non-profit organizations. Utilizes principle-based management (teaching fundamental truths and their application) and shared-responsibility management to build self-improving, motivated teams while training new leaders. Experienced in interviewing, hiring, training, inspiring, and disciplining employees and volunteers.

- **CEO & Executive Coach, [Priacta, Inc.](#)** 9/2006-Present. Established this new company, oversaw software development efforts, assembled and trained new employees, and instigated systems and processes to fulfill the company’s mission “to expedite the world’s work.” [Coached clients](#) with consistently [excellent results](#).
“Exceptionally service oriented, Kevin took the time to ensure I got the results that were promised.”
—Craig Kennedy, Manager
“Kevin is an organization and time management Tsunami.”
—Ed Wunder, IT Expert
- **Senior Systems Analyst, [EDS](#)** 10/2003–9/2006. In a leadership role with no formal authority and four supervisors, improved business and technical processes in a large organization with outdated information systems. Established clear channels of communication, overcame resistance, and built consensus to implement the first crucial changes in under five months. Responsible for project management and requirements analysis.
“Kevin defines what we look for in a team player, freely sharing his knowledge and teaching/guiding those who seek that same knowledge.... always thinking out of the box and infusing changes that benefit all the stakeholders.”
—James T., Manager, Inventory Management
“The volume of work that flows from his desk is extraordinary.... Through his leadership, the world of inventory control, requisitioning, and

distribution has changed drastically for the users of the IT system.”

—Joyce D., Development Team Lead

"I've seen more change in the short time you've been here than in all the years before that."

—Kevin B., Senior Manager, Inventory Management

- **Leadership Experience, [LDS Church](#)** 9/1977–Present. Continuous volunteer service as president, counselor (equivalent to vice-president), clerk, executive secretary, and instructor in various organizations and church units. Fulfilled public speaking assignments, often with little advance notice. Trained and inspired new leaders and members to establish and meet goals in support of the church's mission statement. Several newly-trained leaders moved on in a short time to fill positions of greater responsibility.
- **Director of Development, [NuAspect.com](#)** 7/1999–12/1999. (Telecommuting) Led a highly-effective, 100% telecommuting development team to create a database-intensive Web site in a short time, on a limited budget. Used distance interviewing and hiring to quickly recruit talent nationwide at minimal cost.
- **President, Base Two Development** 7/1988–11/1993. Directed this software business from start-up to 32 employees, establishing teams in development, [sales and marketing](#), operations, and accounting. Acted as product manager for [Spontaneous Assembly](#), coordinating all marketing and development to create a cohesive product and marketing strategy.
- **Director, OS/2 Development, WordPerfect Corp.** 3/1988–7/1988. Selected by company management to establish and direct the first graphics-based word processing development effort at WordPerfect Corporation. (Resigned 7/1988 to create Base Two Development.)
- **Manager, Printing Development, WordPerfect Corp.** 1/1986–6/1988. Assembled and managed the team of ten programmers that pioneered the re-engineering of WordPerfect 4.1 to create WordPerfect 5.0.

"The person most responsible for the way WordPerfect 5.0 turned out."

—Pete Peterson, Executive VP, WordPerfect Corp.

- **Supervisor, WordPerfect Thesaurus, WordPerfect Corp.** 4/1985–12/1985. Assembled and supervised a team of college students and professors to compile the WordPerfect Thesaurus, saving the company hundreds of thousands of dollars in royalties.

Consulting, Invention, and Software Development Experience

Six years as a consultant and executive coach delivering practical and revolutionary solutions in time management, executive team effectiveness, Web/software development, telecommuting feasibility, functional site design, and high-tech marketing. Twenty-plus years of innovative software design and development using a wide range of languages, tools, and platforms.

- **Co-Inventor, Co-Author, [Priacta, Inc.](#)** 9/2006-Present. Created Priacta's [Total, Relaxed Organization](#) time management training system from the best practices of established, licensed, and proprietary approaches. Co-designer of [Trog Bar](#) software that simplifies time and project management and upsells Priacta's life-changing [time management training](#). Several [provisional patent filings](#). Co-authored [Total, Relaxed Organization: A Field Guide](#).
- **Programmer/Independent Consultant, [Incline Software](#)** 8/2001-9/2003. (Telecommuting) Conceived and proposed a revolutionary new approach to

collaborative, team-based genealogical research in 1999. Responsible for the primary analysis, design, and coding of this exclusive new feature in [Ancestral Quest 2002](#). Database design and support, installation, report generation, customer support, web pages for online sales, database management, task management within a distributed team, and order administration. Visual C++, MFC 6.0, SQL 2000, SQL stored procedures, Visual InterDev, PDF-XChange, InstallShield Developer 7, Windows Installer.

- **Principal Consultant, [Keane, Inc.](#) 9/2000–6/2001.** (Telecommuting) Migrated and Web-enabled legacy Visual Basic applications, reverse-engineered source code lost by another consulting firm, and provided technical sales support for new work proposals. ASP, SQL 7, JavaScript, DHTML, activePDF, Visual Basic, Visual C++, DTC, CGI, COM, ActiveReports, Crystal Reports, Graphics Server, NT Server, Windows 2000, IIS, Unix.
- **Advisory Board Member, [Lexio, Inc.](#) 1/1997–9/2000.** (Telecommuting) Business, technical, and marketing strategies advisor for [WordCommand](#) software and unannounced products and services.
- **Independent Consultant, [AllMeetings.com](#) 6/2000.** Telecommuting development consultant. Analysis and recommendations for management, process, and technology changes required to implement and integrate virtual development teams with existing Web development efforts.
- **Independent Consultant, [Vortex Creative Media](#) 5/1999–5/2000.** (Telecommuting) Web business and marketing consultant for [LandAndFarm.com](#), addressing site concept, revenue projections, marketing, and promotion. This is now the premier land- and farm-for-sale online community.
- **Senior/Lead Web Developer, [NuAspect.com](#) 5/1999–12/1999.** (Telecommuting) Responsible for non-graphical site design, database design, bidding/confirmation model, email auto-notification system, automatic billing, e-commerce integration, and real-time statistics using ASP, SQL 7, HTML, VBScript, ASP-db, JavaScript, ADO, IIS, MTS, Visual InterDev, and FrontPage.
- **Independent Consultant, [NuAspect Development](#) 6/1998–5/1999.** (Telecommuting) Created the functional design spec for NuAspect.com, addressing issues of site arrangement, usability, online community creation, business model, and marketing.
- **Independent Consultant, [CyberPath](#) 10/1996–11/1996.** Coding and marketing feasibility study for porting an Arabic word processor to Windows 95.
- **Developer, [LifeForm](#) 1/1994–10/1995.** Invented proprietary "smart search" technology, with novel database design and coding in Visual C++ and CodeBase.
- **Senior/Lead Developer, [Spontaneous Assembly](#) 7/1988–12/1991.** Conceived and designed this award-winning 80x86 assembly language library, with extensive coding and code review.
- **Senior/Lead Developer, [WordPerfect 5.0](#) 1/1986–6/1988.** Successfully lobbied to redirect WordPerfect to a "desktop publishing" approach (a new idea at the time). Initiated "intelligent printing" and "intelligent document" technologies.
- **Programmer, [WordPerfect 4.0, 4.1](#) 1/1984–12/1985.** Designed and coded extensively in 80x86 assembly language, including the principal work for the acclaimed WordPerfect Thesaurus.
- **Developer, [Repeat Performance](#) 1/1985–9/1986.** Invented, designed, and programmed this system-level, keyboard accelerator application sold to WordPerfect Corporation.

- **Programmer, Antenna Testing Automation** 4/1982–8/1982 & 4/1983-8/1983. Designed the automated data acquisition system that revolutionized Space Shuttle antenna testing at Rockwell International. Created the application framework in structured HP Basic. This system catapulted the TT&C antenna testing process from "habitually late" to "24 weeks ahead of schedule"—all in less than a year.

Education

BS, Physics, *Summa Cum Laude*, Brigham Young University, April 1983
 Minors in Computer Science and Mathematics (GPA 3.92, A=4.0)

Awards and Recognition

- **Award of Excellence 2005.** Mission Critical Inventory Management, EDS Client
- **Who's Who in Emerging Leaders in America** 3rd and 4th Editions
- **Who's Who in the West** 22nd Edition
- **Computer Language/Jolt Product Excellence Award 1991.** Spontaneous Assembly 2.0, Base Two Development
- **InfoWorld Product of the Year 1988.** *WordPerfect 5.0*, *WordPerfect Corp.*
- **Special Award for Resolute Service 1985.** *WordPerfect Corp.*
- **Employee Suggestion Award 1983.** Stripline Coupler Design, Rockwell International
- **Spencer W. Kimball Scholar 1977-1983.** Full Scholarship, BYU

Interests, Etceteras

Teaching, coaching, mentoring, public speaking
 Behavior modification, positive discipline, ToughLove and alternatives
 Actively involved father of 10 children
 Collaborative genealogical research, 1996-Present
 Living on 3 rural acres near Richmond, Virginia
 Full-time representative, LDS Church, Brisbane, Australia, 1979-1981
 U.S. citizen

Let's Talk

How can I help you or your organization? Drop me a quick email or give me a call.

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Blog: <http://strategyinprinciple.com>