



George Rohrer

Executive Leadership Coaching & Team Engagement for High-Performing Organizations

About George

George's approach is grounded in the idea that leadership development can be straightforward when focusing on core competencies—yet when that alone isn't enough, we go deeper to spark the unlock that changes everything.

He partners with capable leaders—from senior managers to executives—who are poised to elevate their leadership and their organizations to the next level. With over 7,000 hours of executive coaching and team-engagement experience, he guides leaders to refine leadership abilities while also addressing underlying mindset shifts that drive genuine, sustainable results.



George's philosophy of “inside work for outside impact” ensures leaders tackle challenges like imposter syndrome, limiting beliefs, and misaligned behaviors—while simultaneously refining the practical skills and behaviors needed to drive strategic outcomes. His *Ripple Impact Playbook* aligns personal transformation with business imperatives, helping leaders become the kind of leader others choose to follow.

Coaching Approach & Principles

- **Focused Self-Awareness:** True leadership transformation starts by clarifying personal values, vision, and goals. George helps leaders uncover core motivations so they can show up authentically—while ensuring these insights translate into on-the-ground competencies needed for high-stakes roles.
- **In-Role Micro-Experiments:** Through practical, day-to-day leadership experiments, clients see immediate momentum as they integrate new behaviors—such as executive communication, strategic decision-making, or team alignment—into real business scenarios.
- **Warm Yet Challenging:** Described by clients as “supportive but willing to push,” George balances empathy with direct feedback. He leverages each leader's strengths while challenging them to move beyond comfort zones—ensuring that both skill development and deep mindset shifts take hold.
- **Holistic Impact:** From established Fortune 500 divisions to venture-backed scale-ups, George has witnessed how bridging practical leadership competencies with profound self-awareness leads to accelerated performance, cultural cohesion, and measurable organizational success.

Experience Highlights

- **Team Engagement Programs & Mentor Coaching:** As a former MCC mentor coach for an ICF-accredited university program, George now designs team engagements that seamlessly integrate competency building with mindset evolution—embedding growth into day-to-day operations so leaders and teams develop in tandem. A Senior L&D Strategist at a Fortune 25 company shares:
“I've had the privilege of working closely with George as my coach and colleague. His wealth of knowledge, combined with his ability to cultivate trust, create brave spaces, and spark profound insights, has had a transformative impact on individuals and teams. I've witnessed firsthand the effects of his executive coaching and team development sessions. George has a remarkable gift for listening and forging meaningful connections that inspire others to see new possibilities.”
- **Fortune 500 Leadership Coaching:** George has guided leaders across finance, marketing, engineering, IT, product, legal, operations, sales, data ops, and HR—spanning industries such as technology, healthcare, manufacturing, retail, financial services, and consumer goods—to align cultural priorities and deliver strategic outcomes. One leader, a Fortune 100 VP of HR, shares:
“George has been my executive coach for the last 5+ years, and he has become one of my most trusted confidants and advisors. He brings a great balance of methodology and practical knowledge, and he's helped me improve my executive presence, teaming and partnering, and overall leadership abilities. I highly recommend him.”

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- **Founder & Scale-Up CEOs:** George advises founder-CEOs juggling evolving leadership demands and the complex, ad-hoc needs of hyper-growth—all while preserving cultural integrity. A pharma CEO reflects: “George’s expertise and guidance have been invaluable in refining my ‘heart-based’ leadership style. His insights were crucial in integrating new board members, aligning our vision with expectations, and fostering a collaborative environment. He also supported me through tough decisions with clear, actionable advice—empowering me to make confident, effective choices and ensure the company’s continued growth and success.” Similarly, a CRM Automation founder shares: “Every coaching session with George gives me valuable reframing, a tool, some action to take, or all of the above. It’s a joy working with him!”
- **Post-Acquisition Integration:** George supported an R&D team transition from “next best product” thinking to an EBITDA-focused approach, preserving its innovative DNA while embracing new commercial metrics. The team director, shares: “George’s coaching was pivotal in balancing our creative strengths with clear business targets. We retained our innovative spirit while aligning leadership priorities for measurable success.”

Credentials

George holds ♦ an MBA in Marketing (with Distinction) from DePaul University, IL ♦ and a BA in Music Engineering from the University of Miami, FL ♦ He is a Master Certified Coach (MCC) accredited by the International Coach Federation (ICF) ♦ and a Certified Professional Co-Active Coach (CPOCC) through the Co-Active Training Institute (CTI). His expertise is further enriched by specialized training: ♦ Co-Active Leadership ♦ Organizational & Relationship Systems Coaching (ORSC) ♦ Conversational Intelligence ♦ Emotional Intelligence Academy ♦ and Transformational Leadership.

George is certified in several leadership and assessment tools, including ♦ The Leadership Circle ♦ Hogan Assessments ♦ Korn Ferry 360 Feedback ♦ DISC & Agile EQ with Catalyst ♦ and the Intercultural Development Inventory (IDI). This background equips him with the skills and insights to support leaders across various domains, blending strategic expertise with a focus on emotional intelligence and cultural adaptability.

Client Impact

Leaders consistently emphasize how George’s focus on both capabilities and mindset drives real-world results. Below are a few of their remarks in their own words:

- *“Working with George propelled me to lead critical initiatives I used to shy away from. His day-to-day leadership experiments boosted my confidence and improved my team’s mentoring dynamic.” ~Sr. SW Engineering Manager, Fortune 10*
- *“He brings a rare blend of strategy, structure, and genuine humanness. I consider his coaching an indispensable element in my growth—both personally and in terms of overall leadership presence.” ~SVP, Fortune 200*
- *“George’s insights helped me hone specific leadership competencies and address blind spots I didn’t know existed. That combination of immediate skill-building and deeper self-awareness has been invaluable.” ~VP HR, Fortune 125*
- *“George’s time and advice have been one of the greatest resources allocated to me in my career; the advantage of having leadership coaching support my growth and development propelled my career and has helped me support my team’s growth and development. His advice and insights are immensely practical, and I apply the ideas and strategies we discuss every day.” ~VP Legal, Global Auction House*

George has worked with leaders from companies including Apple, McDonald’s, Northwestern Mutual, Christie’s, Global Payments, Corpay, WestRock, CBRE, Guidewire, Assurant, Heineken USA, ADP, SC Johnson, Lonestar, Circle of Care, DeSelect, Banner Health, NexusPharma, DataRobot, and more.

Time and again, leaders report breakthrough performances that ripple through team engagement and bottom-line results—clear evidence of the measurable impact these mindset and skill shifts create.

Challenges aren’t barriers—they’re invitations to lead at a higher level, tapping into both your resolve and your compassion. Whether refining leadership competencies or unlocking deeper insights, we’ll go as far as it takes to deliver lasting impact.

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