



Ginger Craig

Ginger's executive coaching philosophy is simple: candid and caring honesty is key. People deserve to know how their actions affect those around them and the organization.

Ginger brings over 25 years of experience enabling leaders and organizations to surpass what they believed they were capable of accomplishing.

Background & Industry Experience

Before becoming an executive coach, Ginger held a senior HR position at Bank of America (BoFA). She was responsible for creating and implementing leadership development programs and supporting the company's training efforts during a period of rapid expansion and acquisitions.

During her tenure at BoFA, Ginger relocated to New York, shaping the culture and HR practices while leading talent management for investment banking. She directed leadership development, organization design, change management, and executive coaching. Later, in HR Business Partner roles, she supported Wealth Management and the Chief Technology Officers for Consumer Banking and Risk Management. In this role, Ginger led a global HR team and helped set up a new knowledge center in Mumbai, India.

Transversing the public and private sectors, her clients include global and national companies in industries such as technology, engineering, energy, finance, and consumer goods. Her clients include C-suite executives as well as high potential VPs. Ginger specializes in helping technical experts enhance their influence and develop strategic enterprise leadership skills.

Coaching Approach

Working closely with leaders, Ginger helps them see what's effective and what can be improved. Through seasoned guidance, leaders learn how to act on feedback and cultivate behaviors that lead to better outcomes. Ginger's approach shifts the focus from self-awareness to growth, aiming for consistently improved performance.

Example of Recent Coaching Assignments

- CEO, Financial services
- VP Finance, North America Operations and VP Finance Global Supply Chain, North America at energy management and automation corporation
- Head of AI/ML (Machine learning), Financial services
- Software Architect Project Lead serving investment bankers, portfolio managers
- Executive Sponsor for Innovation, Pharmaceuticals
- President, Automotive services research

Education & Certifications

- BS in Business (Wake Forest University); Post Baccalaureate Certificate in Advanced Spanish Language and Hispanic Cultural Studies (University of North Carolina – Greensboro)
- Assessment certifications: Leadership Versatility Index (LVI); Hogan personality assessments; CCL's Benchmarks 360 Assessment Suite; Workplace Big Five Assessment