



## Jim Ristuccia

Vistage Chair

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# VISTAGE

Private advisory boards for CEOs,  
executives and business owners.

### Summary

Peer group facilitator and CEO coach. I chair both a Vistage Chief Executive group and a Vistage Small Business group. Through collaboration I help my members work together to make tough decisions, seize opportunities, and solve complex challenges that we all face in business. The difference for my Vistage members is that they don't do it alone. They get insight and perspectives from each other, as well as from subject-matter experts, and a global community of peers resulting in more confident choices, better results, better running businesses and more free time.

### Vistage Achievements

- ▶ Helped a CEO secure \$15 million in Series A funding in a challenging capital market.
- ▶ Helped a CEO *not* execute a partnership, saving at least \$1.5 million.
- ▶ Helped two Presidents successfully navigate discussions with their founder CEOs for more clarity in their roles, making management easier, and succession smoother. One was promoted to CEO!
- ▶ Assisted an owner through the selling process, including walking away from a deal which enabled him to re-engage at more than *double* the offer price six months later.
- ▶ Helped a CEO save 600 hours of time by canceling unproductive trade shows.
- ▶ Enabled an owner to potentially realize over \$1 million in tax savings after the sale.

### Outside Vistage

I have over 25 years of business experience, including founding three different start-up businesses. Most recently I led a California manufacturing company, creating customized wine gifts, to 10x revenue during my tenure. Under my leadership we were awarded 13 Pyramid Awards—the highest honor in the promotional products industry—for product quality and superior customer service. We also achieved a number of “Best” and “Greatest company to work for” honors. I did all this while a full time single dad to two teenage boys. My secret was to empower people that I trusted. I didn't work nights, weekends, or on vacation.

Prior to my business career I served as an officer in and retired from the U.S. Navy. Highlights include serving as Chief Engineer of a destroyer, a tour in the Pentagon during Desert Storm, and two deployments overseas.

### Education & Credentials

MS, Strategic Intelligence,  
National Intelligence University

BA, Villanova University

Certified Kundalini yoga teacher, (200 hours)

### Personal

I enjoy yoga, hiking, sailing, traveling and spending time with my family.

# What Needs to Change?

## Accountability

I would like to get **perspective and insight on major decisions**.

I want to **work ON the business** and get away from working **IN** the business. (more strategic, less tactical)

I need help getting **past roadblocks** so that we can move forward.

I need an **exit/transition strategy** that will maximize my exit.

## Making Better Decisions

I would like to **be more accountable** and get more accountability from my team to get more done.

I need to become a **better delegator**.

I want to **run my business by the numbers** including KPIs and predictive metrics.

I work too much and need a **better work/life integration**.

## Change Management

I need help getting our **culture to match our values and vision**.

The world is moving fast, I need help understanding what's going on so I can lead effectively and **make good decisions**.

There is **friction** in my company that needs to be resolved.

We are having challenges **competing for talent** and/or retaining the talent we have.

## Growth

I want to **show up better**, both personally and professionally.

I am eager to be exposed to **new ideas and ways of thinking** to become a better leader.

I want my company to be the leader in our industry by being **innovative and implementing best practices**.

My company needs to scale and we need help with the **transition to the next level**.

## Isolation Relief

I have **no one to really talk to** about my business issues to get sound advise.

I want connection with other business leaders to exchange ideas, **implement best practices**, and find solutions.

I want to be part of a team and **have fun with like-minded leaders**.

I want to be able to reach out and **get answers to tough questions** on local to global issues.

These are the issues my members most want perspective and resolution on.

If anything resonates, let's talk!

