

ENGINEERING CULTURE THAT SCALES PEOPLE, PERFORMANCE, AND UNICORN POTENTIAL



Jeff E. Finlay

Engineering Culture Unicorn
Founder, Purple Unicorn Coaching

From the creator of the
Unicorn's Ascent
Framework™

Proven strategies that
transform technical leaders and
teams into innovation
powerhouses that thrive, scale,
and deliver extraordinary
results.

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Jeff E. Finlay is the creator of the Unicorn's Ascent Framework™ and author of the forthcoming book *Leading Like a Unicorn*. A seasoned technology leader and culture strategist, Jeff helps engineering teams unlock their full potential, blending business acumen with deep empathy to drive innovation and growth.

“

Jeff combines strategic foresight with genuine care for his teams. He knows exactly when to push for results and when to protect his people from burnout, building a culture where both innovation and well-being thrive.

”

Signature Speaking Series

TECH CULTURE THAT UNLOCKS UNICORN POTENTIAL™

Transforming engineering teams into high-performing, resilient engines of growth through empathy, innovation, and scalable leadership.

Hearts in Hardware™

Empathy-based leadership for tech teams, blending human-first practices with measurable results.

Quiet Sparks™

Unlocking the power of introverted leadership in technical roles.

Unicorn Sync™

Building harmony across product, design, and engineering without burnout.

Signal & Soul™

Using AI to understand and elevate team emotional dynamics.

The Augmented Engineer™

Practical, hands-on guide to AI-assisted coding – enhancing productivity without replacing developers

Magic in the Middle™

Leveraging low-code AI agents to bridge systems and scale smartly.

The Executive Ascent™

Coaching engineers into confident, business-savvy tech executives.

The Unicorn's Compass™

Decision-making framework for technical leaders to scale wisely and sustainably.



Jeff E. Finlay is the founder of **Purple Unicorn Coaching** and a distinguished technology leadership expert and transformational coach who has spent over 35 years turning technical talent into exceptional leaders. Known affectionately as "The Professor" by colleagues and clients, he has earned his place as one of the most insightful and impactful speakers in the tech leadership space, delivering practical strategies that create immediate cultural transformation and sustainable results.

Jeff E. Finlay is the author of the forthcoming book "Leading Like a Unicorn: How Tech Culture Creates Scalable Magic" and the creator of the groundbreaking **Unicorn's Ascent Framework™** – a proven methodology for developing empathy-driven, scalable tech cultures that retain top talent while driving exponential growth.

Since the early days of his career, Jeff E. Finlay has been the go-to leader for complex technical challenges and organizational transformation. His most notable accomplishment includes helping a company secure Series A funding and building a high-performing technology organization from scratch, scaling from a solo technical leader to a department of 15 engineers, designers, and product contributors. Under his leadership, they launched a scalable SaaS platform that increased monthly active users from under 2,000 to over 80,000 in just six months.

Jeff E. Finlay has earned a reputation where Fortune 500 companies and fast-growing startups alike trust in his leadership expertise, technical acumen, and unmatched proven track record in building cultures of psychological safety and rapid innovation. His client roster spans diverse industries including B2B SaaS, health tech, fintech, and AI-powered platforms, with organizations like **Boeing, T. Rowe Price, US Department of Defense, and over 20 technology companies** investing in his transformational approach year after year.

Jeff E. Finlay's exceptional skill as an experienced facilitator delivers "**Immediately Actionable Strategies**," "**Empathy-Driven Leadership Techniques**," and "**Scalable Culture-Building Frameworks**" that equip technical leaders with the essential skills to thrive in today's rapidly evolving technology landscape. His sessions don't just inspire, they provide concrete, implementable solutions that participants can apply immediately to drive both individual and organizational excellence.

His unique background as both a **Principal Software Architect and Executive Coach** allows him to speak the language of engineers while translating complex leadership concepts into practical tools that resonate with technical minds. Whether mentoring emerging tech executives or advising C-suite leaders on organizational culture transformation, Jeff E. Finlay is known for bringing calming clarity to complex environments while maintaining the drive for exceptional results.



Tech Culture That Unlocks Unicorn Potential

Signature Speaking Series



Are you ready to unlock the full potential of your engineering teams? Tech Culture That Unlocks Unicorn Potential focuses on blending coaching, empathy, and innovation to turn technical teams into strategic powerhouses. This program empowers leaders to foster collaboration, drive innovation, and create a sustainable culture of excellence where both people and technology thrive in harmony.

Transforming engineering teams into resilient engines of growth takes more than technical brilliance, it demands a culture attuned to the unique mindset of developers and the complex dynamics of technical leadership. Engineers promoted into leadership roles often face challenges that traditional management training overlooks. This program helps organizations build a people-centered, innovation-driven tech culture that supports both the psychological needs of technical contributors and the strategic evolution of new tech leaders.

Participants will leave equipped to foster an environment where engineering talent thrives, cross-functional collaboration deepens, and innovation aligns with business goals – unlocking sustainable growth by putting both people and technical excellence first.

Key Takeaways:



Build a Culture of Collaboration

Create trust-based environments that minimize silos and encourage teamwork.



Foster Psychological Safety

Enable bold, innovative thinking by creating safe spaces for team members to express themselves.



Align Teams With Customer Value

Transform technical teams into strategic contributors with a shared focus on customer outcomes.



Scale Innovation Sustainably

Drive growth by balancing rapid innovation with human-first leadership practices.



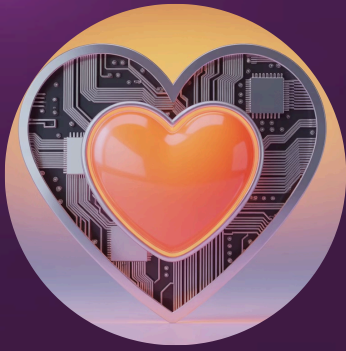
Develop Leadership at Every Level

Empower individuals to emerge as proactive, empathetic leaders who elevate your organization.



Who Needs This?

CTOs, engineering directors, and technical managers ready to lead beyond code – transforming teams through authentic leadership that delivers both exceptional results and human flourishing.



Hearts in Hardware™

Empathy in Tech Teams and Human-First Leadership Practices

Are you ready to lead with empathy and transform the way your teams collaborate? Hearts in Hardware™ brings humanity to the heart of technical leadership by focusing on empathy-driven methods. This program equips leaders with actionable tools to foster trust, build psychological safety, and create high-performing cultures where both people and innovation thrive.

Hearts in Hardware™ takes a fresh approach to leadership development, designed specifically for technical leaders and teams. At its core, this program emphasizes the intersection of human-first leadership and technical innovation. Leaders will learn how to build authentic relationships, lead with care and clarity, and cultivate an environment where team members feel valued and empowered.

Participants will walk away with a deeper understanding of how to combine soft skills with technical strategies to create lasting cultural impact. Whether managing small teams or large technical organizations, this program helps leaders inspire innovation while promoting well-being and resilience.

Key Takeaways:



Develop Empathy-Driven Leadership

Transform leadership approaches with humanity at the forefront.



Foster Psychological Safety

Build environments where team members feel secure to innovate and take risks.



Enhance Communication Dynamics

Create clear, effective pathways for collaboration and understanding.



Build High-Performing Culture

Cultivate aligned teams that adapt to challenges while delivering results.



Balance People with Productivity

Learn to integrate human-centered practices into everyday management approaches.



Who Needs This?

This program is for technical leaders who want to inspire innovation without burning out their teams. Leaders ready to replace fear-based productivity with trust, empathy, and a culture where people and performance thrive together.

Quiet Sparks™

Unlocking Introverted Leadership in Technical Roles

In a world that rewards loud ideas and fast talkers, the leadership potential of introverts often goes unnoticed – or worse, is dismissed entirely. **Quiet Sparks™** is a transformative program that honors the still, steady flame of introverted technologists who lead through insight, observation, and intentional action.



Quiet Sparks™ empowers introverted leaders to embrace their unique strengths, such as calm decision-making, strategic thinking, and deep listening. This program provides tools and strategies to help introverts lead confidently without forcing extroversion. Participants will learn how to influence authentically, manage energy effectively, and build credibility in high-stakes environments.

Key Takeaways:



Elevate Your Executive Presence

Learn to lead boldly and inspire confidence with authenticity.



Maximize Your Introverted Strengths

Apply your natural traits, such as calm decision-making and thoughtful communication, to leadership practices.



Manage Energy Proactively

Implement strategies to sustain focus and resilience as a leader.



Lead Through Listening

Build trust and foster collaboration by mastering the art of deep listening.



Influence Authentically

Create meaningful impact by leading in a way that aligns with your true self.



Who Needs This?

Introverted tech leaders (and the executives who champion them) who want to unlock authentic influence, confidence, and impact without forcing a change to who they are.



Unicorn Sync™

Building Cross-Functional Harmony Across Product, Design, and Engineering Teams

Are you ready to create harmony across your cross-functional teams? **Unicorn Sync™** is designed to bridge the gaps between product, design, and engineering teams, fostering alignment, collaboration, and efficiency without compromising team morale.

Unicorn Sync™ provides practical tools and strategies that enable cross-functional teams to work harmoniously, eliminate silos, and align around customer outcomes – all while avoiding the risk of burnout. By participating in **Unicorn Sync™**, your organization will unlock a blueprint for streamlined collaboration, allowing all teams to thrive together.

Key Takeaways:



Streamline Collaboration

Build shared rituals and processes to enhance team alignment.



Enhance Cross-Functional Relationships

Break down silos and create a culture of mutual respect and understanding.



Make Better Decisions

Implement decision-making frameworks that improve clarity and reduce bottlenecks.



Align Around Goals

Unite teams around customer-centric and business-focused outcomes.



Promote Sustainability

Develop team strategies that prevent burnout and encourage long-term performance.



Who Needs This?

Leaders of product, design, and engineering teams who want to replace cross-functional friction with a unified, customer-driven rhythm that delivers results without burning people out.



Signal & Soul™

Using AI to Decode Team "Vibe" and Emotional Dynamics



Every great team has a vibe, an undercurrent of emotional dynamics that influences decision-making, communication, and collaboration. **Signal & Soul™** teaches leaders how to decode their team's emotional dynamics through AI and advanced data analytics, blending those insights with human empathy to enhance team cohesion, creativity, and performance.

Signal & Soul™ is the intersection of tech and humanity, where data-driven insights meet emotional intelligence to optimize team performance. This program explores the power of AI to measure emotional signals within teams – from sentiment analysis in communication to tracking patterns of engagement and burnout. Participants will learn how to use these insights to build trust, reduce conflict, and create a healthier, high-performing team culture.

Key Takeaways:



Measure Emotional Dynamics

Use AI-powered tools to gain real-time insights into your team's "vibe."



Enhance Emotional Intelligence

Balance empathy with efficiency for greater team alignment and performance.



Prevent Burnout

Identify patterns of disengagement or burnout before they escalate.



Improve Communication

Apply sentiment analysis to reduce misunderstandings across teams.



Foster Psychological Safety

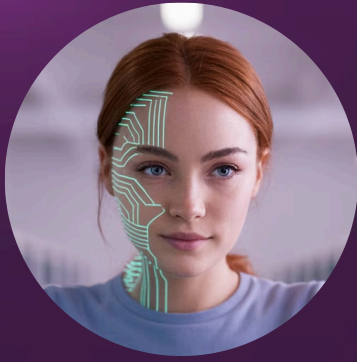
Build stronger, more resilient teams that thrive under pressure.



Who Needs This?

Executives and team leaders who want to harness AI-driven insights to read their team's emotional pulse, strengthen trust, and proactively shape a culture where people and performance thrive together.





The Augmented Engineer™

Using AI to Enhance - Not Erase - Developer Intuition

AI code generation is revolutionizing how software is built – but also how engineers think, communicate, and collaborate. **The Augmented Engineer™** explores how to use AI to enhance your team's development practices without losing the soul of the craft.

The Augmented Engineer™ is a hands-on, deeply technical program designed to introduce tech leaders and engineering teams to the opportunities and pitfalls of incorporating AI tools into their workflows. Participants will learn how to enhance productivity through AI-assisted code generation while maintaining clarity, security, and architectural integrity.

Key Takeaways:



Leverage AI Tools Effectively

Identify the most effective AI tools for your development workflow.



Maintain Code Quality

Evaluate and refine AI-generated code to ensure clarity and maintainability.



Enhance Developer Creativity

Use AI to accelerate repetitive tasks while preserving human insight.



Ensure Security

Understand the security implications of AI-assisted development.



Coach Teams on AI Use

Help engineers learn from AI suggestions without over-relying on them.



Who Needs This?

Engineering leaders and senior developers who are watching their teams either avoid AI tools entirely out of fear or embrace them so completely that code quality, security, and architectural thinking are starting to suffer and who need a strategic framework to harness AI's power without sacrificing the craft of thoughtful software development.



Magic in the Middle™

Low-Code AI Agents to Bridge Gaps and Scale Smart Systems

As companies scale, systems get messy. **Magic in the Middle™** introduces a smarter way to bridge gaps – using low-code tools and AI agents to connect, automate, and extend your systems with intention.



Magic in the Middle™ offers a practical, systems-thinking approach to building AI-augmented workflows that support your people, reduce friction, and scale sustainably. Participants will learn how to identify bottlenecks, design human-in-the-loop systems, and deploy smart automations that align with business needs.

Key Takeaways:



Map Operational Breakpoints

Identify costly or frustrating gaps across tools and teams.



Design Low-Code Automations

Improve flow and reduce friction without losing visibility.



Incorporate AI Agents Safely

Use AI for triage, summarization, and intelligent routing.



Promote Healthy Automation Culture

Empower teams while avoiding over-reliance on brittle tools.



Measure Impact and Iterate

Establish metrics to track automation effectiveness and continuously refine systems based on real usage patterns and feedback.



Who Needs This?

Operations leaders, CTOs, and business analysts at growing companies who are drowning in manual handoffs between systems, watching their teams waste hours on repetitive tasks that fall through the cracks, and need a strategic approach to automation that actually enhances human work rather than creating new headaches.





The Executive Ascent™

Coaching engineers into confident, business-savvy tech executives

Technical expertise alone doesn't make a successful tech leader. **The Executive Ascent™** guides engineers through the transformational journey from skilled individual contributor to confident, strategic, business-savvy executive who can align engineering with broader business goals and drive meaningful organizational impact.

The Executive Ascent™ is a coaching-driven program that bridges technical skills with executive leadership through the proven **Unicorn's Ascent Framework™**. Participants develop executive presence, learn to communicate effectively with diverse stakeholders, and master the art of navigating organizational dynamics while fostering high-performing teams. This intensive program combines mindset work with practical application, empowering emerging tech leaders to influence decision-making with authenticity and drive sustained organizational value through servant leadership principles.

Key Takeaways:



Develop Executive Mindset

Balance technical expertise with strategic business thinking and cross-functional influence.



Master Stakeholder Communication

Communicate with confidence and clarity to executives, peers, and cross-functional partners.



Build High-Performing Teams

Foster psychologically safe environments that drive innovation and execution with agility.



Apply the Unicorn's Ascent Framework™

Align engineering priorities with product, design, and business goals systematically.



Navigate Organizational Complexity

Use emotional intelligence and situational awareness to drive collaboration and break down silos.



Who Needs This?

Engineering managers, technical leads, and high-potential individual contributors who are ready to step into executive roles but need to bridge the gap between deep technical skills and the strategic, cross-functional leadership that drives business success



The Unicorn's Compass™

Guiding Leaders Through Complexity to Clear Choices

Decision-making is the heartbeat of effective leadership, yet complex choices can create bottlenecks, doubt, and missed opportunities. **The Unicorn's Compass™** introduces a clear, repeatable framework that empowers technical leaders to navigate complexity, align teams, and act decisively.



The Unicorn's Compass™ equips technical leaders with the mental models and tools to reduce decision fatigue, foster alignment, and accelerate organizational momentum. Participants will learn how to structure decisions, engage stakeholders, and build consensus while maintaining trust and psychological safety.

Key Takeaways:



Structure Complex Decisions

Apply the **Unicorn Decision Flow™** framework for clarity and consistency.



Engage Stakeholders Effectively

Build consensus and align expectations.



Reduce Decision Fatigue

Use prioritization strategies to make timely, well-aligned choices.



Foster Accountability

Create transparent decision records that drive progress and learning.



Navigate Uncertainty with Confidence

Make strategic decisions with incomplete information while establishing clear review and adjustment mechanisms.



Who Needs This?

Technical leaders, engineering directors, and senior managers who find themselves paralyzed by complex decisions, spending too much time in analysis loops, or struggling to get their teams aligned and moving forward when the stakes are high and the path isn't clear.



Marissa Brassfield
Founder, Ridiculously Efficient, Inc. | Co-Founder, CTOx

Jeff creates space for people to discover solutions they didn't know they had.

Anne Schons
Data Science Specialist / Data Analyst, Stride, Inc.

Jeff leads with intelligence and heart, demonstrating intuition about when to provide direct guidance and when to empower teams to find their own solutions.

Lior Weinstein
CEO, CTOx

He creates an environment where people feel safe to share and challenge ideas... It is the way he combines [technical depth] with emotional intelligence that makes him a trusted peer.

Krista Clancy
Project Manager, BTCS Group

He possesses a unique talent for translating complex concepts into actionable insights.

Liz S.
VP of Sales

Jeff has a unique gift for turning complexity into clarity. He can take a mix of ideas, perspectives, and technical detail, and blend them into something both practical and inspiring. His ability to simplify without losing depth makes him an invaluable voice in any room.

Jen P.
CMO

Jeff brings both intelligence and reliability to the table, paired with a creative spark that drives innovation. He's not only a trusted technology expert and SaaS leader, but also a collaborator who listens deeply and communicates ideas in ways that connect.

Jen P.
Software Developer

Jeff is the steady presence every team needs – grounded, calm under pressure, and always willing to listen. He has a way of answering tough questions with clarity and patience, keeping both the big picture and the human side of the work in view.

Chris M.
Engineering Manager

Jeff was our Oracle – the person we turned to when we needed a wise, strategic perspective. He doesn't just give answers; he gives direction. His ability to cut through complexity and offer clear, authoritative guidance made him indispensable to our team.



Education & Certifications

- MS Computer Science – Artificial Intelligence, Missouri University of Science & Technology
- BS Computer Science, BS Mathematics, Rockhurst University
- [Technical.ly's 2021 RealLIST Engineers in Baltimore](#)
- Certified Life Coach – Lumia
- Randstad Risesmart Career Coach Authority
- Randstad Risesmart Career Mobility Team

Major Professional Accomplishments

FinTech Cloud Migration

Led modernization of mission-critical FinTech systems, including cloud migration and testing framework implementation, maintaining 100% uptime during transition.

Statewide GIS Modernization Initiative

Championed comprehensive \$1M RFP process, vendor selection, and implementation oversight for Maryland's first enterprise-wide geographic information system.

SaaS System Scaling

Scaled email processing system performance by 10x through architecture optimization and improved libraries while maintaining SaaS platform reliability.

SaaS Platform Transformation

Championed technology reorganization from outsourced to in-house model, building high-performing development teams that delivered a reimagined platform with mobile applications. Drove 810% growth in monthly active users while transforming product development lifecycle and establishing robust IT infrastructure to support rapid business growth.

Unified Product Line Architecture

Rearchitected 3 fragmented legacy products into unified platform, designing shared business objects framework that streamlined maintenance, reduced code duplication, and significantly lowered risk of system modifications





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Engineering Culture Unicorn
Founder, Purple Unicorn Coaching

Jeff E. Finlay is the founder of Purple Unicorn Coaching and creator of the groundbreaking **Unicorn's Ascent Framework™** – a proven methodology for developing empathy-driven, scalable tech cultures. With over 35 years of technology leadership experience, Jeff transforms technical teams into strategic powerhouses through human-first leadership practices.

Author: "Leading Like a Unicorn: How Tech Culture Creates Scalable Magic" (forthcoming)

Client Portfolio: Fortune 500 companies including Boeing, T. Rowe Price, US Department of Defense, plus 20+ technology companies across B2B SaaS, health tech, fintech, and AI platforms.

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Additional information on Professional Speaking:

purpleunicorncoaching.com/speaker-info

Book a call: cal.com/purpleunicorncoaching/speaking-inquiry

Jeff delivers **immediately actionable ROI through empathy-driven leadership strategies** that technical minds can embrace and apply right away. His style is **thoughtful, transformative, and action-oriented** – creating psychological safety for audiences to explore complex challenges while providing practical frameworks that lead to concrete next steps.

Key Differentiators

- Speaks the language of engineers while translating leadership concepts into practical tools
- Creates safe spaces for authentic dialogue and exploration
- Coaching-centered engagement style that makes every participant feel valued
- Operates from genuine service and humility rather than ego

Expertise

- ✓ **Empathy-Driven Leadership** in technical environments
- ✓ **Psychological Safety** and culture transformation
- ✓ **AI Integration** in development workflows
- ✓ **Introverted Leadership** strengths and strategies
- ✓ **Cross-functional collaboration** without burnout
- ✓ **Engineering-to-executive** career transitions

Credentials

- 35+ Years** technology leadership experience
- MS Computer Science** – Artificial Intelligence, Missouri S&T
- Certified Life Coach** – Lumina Coaching Institute
- Technical.ly's 2021 RealLIST Engineers** in Baltimore
- Proven track record:** Scaled MAU from 2,000 to 80,000 in 6 months

Signature Programs

Hearts in Hardware™

Empathy-based leadership for tech teams, perfect for workplace culture discussions.

Quiet Sparks™

Unlocking introverted leadership potential, ideal for diversity and inclusion segments.

The Executive Ascent™

Coaching engineers into business-savvy executives, great for career development content.

The Augmented Engineer™

Using AI to enhance developer skills without replacing human insight, perfect for technology trend discussions.

Why Hire Jeff E. Finlay?

Your investment in Jeff will deliver immediate, measurable impact by transforming how your technical teams collaborate, innovate, and scale – turning engineering talent into strategic powerhouses that drive both people satisfaction and business results.

Your organization's culture will become a competitive advantage by implementing Jeff's proven **Unicorn's Ascent Framework™**. Jeff delivers immediately actionable ROI through empathy-driven leadership strategies that technical minds can embrace and apply right away. Jeff is a subject matter expert who speaks the language of engineers while translating complex leadership concepts into practical tools that create lasting cultural transformation.

Jeff is the creator of the **Unicorn's Ascent Framework™** and author of the forthcoming book *"Leading Like a Unicorn."* With over 35 years of technology leadership experience, he has worked with Fortune 500 companies like Boeing, T. Rowe Price, and the US Department of Defense, plus over 20 technology companies who invest in his transformational approach year after year.

Measurable Outcomes Your Organization Will Experience:

- ✓ **Enhanced Cross-Functional Collaboration** – Teams break down silos and align around customer outcomes without burnout
- ✓ **Accelerated Leadership Development** – Engineers transition confidently into strategic, business-savvy executives who drive organizational impact
- ✓ **Improved Retention and Performance** – Psychological safety and empathy-driven practices create cultures where top talent thrives and stays
- ✓ **Sustainable Innovation Culture** – Balance rapid growth with human-first leadership practices that prevent burnout while maintaining excellence
- ✓ **Strategic Decision-Making Capability** – Technical leaders gain frameworks to navigate complexity and make aligned choices that drive momentum

EXTREME CUSTOMIZATION AND USABLE CONTENT

What sets Jeff E. Finlay apart from other speakers is his genuine care for people, ability to create psychological safety with any audience, warm empathetic coaching style, deep technical expertise, and unwavering commitment to fostering environments where both individuals and teams can thrive authentically.

Every presentation is specifically designed to align with your event objectives and organizational culture. Jeff invests significant time understanding your unique challenges, team dynamics, and goals to ensure each session delivers practical, immediately applicable strategies that resonate with your technical audience and drive meaningful transformation.

SUBSTANCE AND STYLE - NOT JUST "MOTIVATION"

Jeff's style is **THOUGHTFUL, TRANSFORMATIVE**, and completely action-oriented. Creating safe spaces for exploration and growth, Jeff E. Finlay has mastered the art of helping technical audiences examine complex challenges without judgment while providing practical frameworks that lead to immediate next steps.

Jeff delivers substance-rich, strategically focused presentations that create psychological safety for teams to explore options and strategies openly, while always culminating in clear, actionable pathways forward---no matter the audience complexity or organizational challenge.

YOU PREFER AN INTERACTIVE PRESENTATION

A coaching-centered engagement style is utilized to foster collaborative learning and meaningful dialogue between participants.

By attending a Jeff E. Finlay presentation, your organization will benefit from proven frameworks and empathy-driven strategies that participants can immediately implement to transform their leadership approach and team dynamics.

Technical audiences are genuinely engaged as they experience Jeff's gift for asking the question everyone needed to hear but didn't know how to articulate, while creating an environment where every person feels seen and valued for their contributions.

If you want authentic transformation grounded in practical wisdom, then invest in someone who operates from genuine service and builds trust through empathetic leadership.

Conference planners are thrilled to have selected Jeff, knowing their technical audiences will leave with concrete tools and renewed confidence. Make Jeff your speaker of choice for sustainable culture change!

SCOPE, REACH, AND PARTNERSHIPS

Jeff is connected to Fortune 500 executives, technology leaders, executive coaches, and culture transformation experts across diverse industries including B2B SaaS, health tech, fintech, and AI-powered platforms. Under your organization's banner, you can offer comprehensive leadership development series, empathy-driven culture workshops, or executive coaching intensives using the proven Unicorn's Ascent Framework™.

Jeff has a demonstrated track record delivering transformational programs to technical organizations nationwide and can scale to meet the needs of your engineering teams, leadership pipeline, or technical conference attendees.

ATTRACT, ENGAGE, AND WIN MORE CUSTOMERS

Jeff thrives working with technical leaders, engineering teams, and emerging executives, unlocking the power of empathy-driven leadership to achieve scalable growth through human-first culture transformation.

Hire Jeff and he'll ensure your audience gets the "UNICORN'S ASCENT" frameworks, strategies, and practical tools to embody the authentic leadership of a confident tech executive -- creating cultures where both people and performance thrive together!



Contact



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