



Kinetic Insights, LLC

Gail A. Froelicher is an experienced executive with a proven and consistent record of success in emerging technology businesses. Throughout her 30 year career she has been successful in key leadership positions by motivating and developing teams that stress quality, integrity and respect for associates and business partners.



Gail's broad experience includes executive leadership, operations management, channel management and direct sales management at fast-paced, high growth - oriented organizations including CompuServe, Sterling Software, SoftBrands, and several west coast venture backed start-up organizations. She has held both domestic and international executive leadership roles enjoying the challenges associated with cross cultural teams and business practices. Gail has been consistently recognized for exceeding revenue goals while efficiently managing expense targets and leading effective and purpose driven employee development programs.

Some of her key accomplishments include: establishing a dynamic and successful coaching practice; creating new strategy and organizational plans following a major company restructuring; exceeding 110% of revenue and 130% of EBITDA goals for the restructured organization; implementing key reseller and referral partnerships programs including EDS and IBM; twice closed the largest deal in company history; 400% growth in a customer base, 180% growth in an international reseller channel; hiring and developing a team of Directors in a newly acquired international division; achieving 10 out of 13 years of President's club awards. Gail is CEO, Founder and Pathfinder at Kinetic Insights, LLC, a professional development company focusing on leadership, sales and marketing. Kinetic Insights offers individual and strategic development of publicly held and privately owned businesses through coaching, consulting, and group workshops. Gail is a Past President of the National Association of Women Business Owners (NAWBO) Columbus chapter. She is also co-founder of the Women's Council of Central Ohio, Past Chair of the ATHENA PowerLink Governing Body, a participant in the Ohio Department of Development Roundtables, and is serving her seventh year on the Advisory Board for Make-A-Wish Central Ohio.

Gail has attended and received her GPCC certification through Gestalt Coaching Institute's Coach Certification Program, in addition to attending Forum Institute's Executive Development Program, StrengthsFinder Profile Coaching Skills, Gestalt Coaching Institute's Introduction to Coaching, Dale Carnegie Course, Dale Carnegie Leadership Training for Managers, Counselor Selling, Effective Interviewing, CompuServe Management Training, Creative People Management, DISC training, Myers Briggs training, Built to Lead Program, ChoiceCenter Worldwide Personal Effectiveness Part 1 and 2, and Hudson Institute Life Launch and Coaching Seminars.

Lead. Succeed. Exceed.

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