



ROBIN FRIEDMAN

Senior Consultant

Robin Friedman brings extensive Pharmaceutical industry experience, business acumen, and excellent partnering skills to her work in Leadership Development with *The Leader's Edge/Leaders By Design*. As a coach, Robin has successfully worked with senior and high potential leaders across business sectors and functions to enhance their effectiveness in a variety of areas including communicating with transparency, leading and developing high performance teams, engaging stakeholders, cultivating trust, leading change, and bringing out the best in others.

Robin has worked with a broad-range of organizations including Roche Pharma, Pharmacia Global Prescription Business, Sanofi, NA, G&W Laboratories, and AmeriCorps VISTA.

Leveraging many years in Human Resources leadership roles, Robin has led small and large-scale change initiatives including acquisitions, integrations, global expansions, complex restructuring, and HR transformations. She has also worked with companies to build organizational capabilities, optimize performance and drive growth.

Prior to forming her coaching and consulting practice, Robin was Senior Vice President, Human Resources at NPS Pharma where she developed HR strategies for the new US sales force, expansion into European and Latin American markets, and high-impact talent acquisition and retention programs. She joined NPS from LifeCell where she was VP, HR and then SVP, HR. There Robin built a high-impact HR function, was instrumental in multiple restructurings, including a transition from a public to private company and LifeCell's new Mission, Vision and Guiding Principles.

Earlier in her career, Robin created and delivered comprehensive leadership development programs and tools to attract, develop and retain talent at organizations including Bristol-Myers Squibb, Biovail Pharmaceuticals and Johnson & Johnson.

Robin holds a Bachelor of Arts degree in Education from Monmouth College and a Masters of Arts in Counseling and Personnel Services from The College of New Jersey. She achieved her coaching certification from the Institute of Professional Coaching (iPEC) and is a Certified Professional Coach (CPP). Robin is also certified to use The Leadership Circle Profile™, the Leadership Culture Survey, and the Myers-Briggs Type Indicator (MBTI®) assessments.