



**BETSY REEDER, PCC**  
**Regional Vice President, New Jersey**

Elizabeth Reeder is a consultant and executive coach with *The Leader's Edge/Leaders By Design* and brings extensive experience across multiple industries to her work. Betsy has worked successfully with senior executives and high potential leaders from the pharmaceutical, health care, and consumer product industries and has helped leaders successfully enhance their performance in a wide range of areas including leadership and communication skills, executive presence, building and managing stakeholder relationships, and developing effective teams. Betsy has coached senior, high potential and emerging leaders at client companies such as Novartis, GlaxoSmithKline, Boeing, Johnson & Johnson, and Penn Mutual.

A significant portion of Betsy's work has included coaching leaders during their transitions to new leadership roles and organizations. Betsy takes an outcomes-based approach to her work as an Executive Coach, partnering with her clients to help them develop and demonstrate the leadership behaviors required to achieve organizational goals and their career aspirations. Betsy has worked with many leaders through their integration to higher level or broader roles, helping them to identify and develop new behaviors necessary for success. Betsy is affiliated with the Wharton School of Business of the University of Pennsylvania, as an Executive Coach for MBA students as they seek to further develop their leadership capabilities.

In addition to her work in executive coaching, Betsy has also consulted with companies in the areas of organization design, talent development, and change management. She has played a lead role in helping organizations manage large-scale organizational transitions including acquisitions, divestitures and restructurings.

Prior to her work with *The Leader's Edge/Leaders By Design*, Betsy spent more than 20 years as a human resources leader with the worldwide pharmaceutical division of Bristol-Myers Squibb. There, she successfully partnered with senior leaders to develop and implement strategies within the U.S. Pharmaceuticals, Research & Development and Corporate Staff organizations to attract, develop and engage talent and create the culture necessary to drive organizational effectiveness and business growth. She also played a lead role in the creation of the Center for Leadership Development and the design and implementation of Bristol-Myers Squibb's comprehensive leadership development program and tools.

Betsy holds a Master's in Business Administration and a Bachelor's Degree in Commerce and Industrial Relations from Rider University. She has completed additional graduate level studies at Fielding Graduate University in Evidence Based Coaching and received certification by the International Coach Federation as a Professional Certified Coach (PCC). Betsy is certified in a number of leadership and personality assessment instruments, some of which include the Hogan Leadership Forecast Series, the Leadership Versatility Index, the Myers-Briggs Type Indicator and DiSC.

Betsy is a member of the International Coach Federation and the Healthcare Businesswomen's Association.