

CORPORATE PLAYBOOK: Leadership Development From a Pro



Deb Elam
President & CEO
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With the recent launch of Corporate Playbook, Deb Elam leverages her decades of experience at General Electric, in the U.S. and globally, for a new generation of ambitious and innovative leaders.

Retiring after a stellar 30-year career, Elam brings her brand of authentic leadership to the niche markets she has identified:

- Pre-C-suite and newer C-suite executives in various venues;
- Organizations that want to build a more inclusive work environment and give back to their communities, but lack the staff to fashion, measure and communicate strategic initiatives; and
- Crisis management, guiding rapid responses to all stakeholders.

“I’m excited,” says Elam. “I now have the opportunity to use my skills and experience to help others achieve their dreams, as I’ve been able to live mine.”

Learn more: www.corporateplaybook.com. Contact Elam: deb@corporateplaybook.com.