



Dean Robb, Ph.D. Bio

Dean Robb, Ph.D. is the founder and Executive Director of the Center for Corporate Renewal. The Center is dedicated to helping Fortune 500 clients harness the collective genius of their people to build companies that are highly adaptable to external market shifts, yet focused on and aligned behind a coherent business strategy. Dr. Robb's life work has been devoted to discovering the leadership and management practices – the “golden keys” – that unlock an endless stream of human potential generally lying untapped within most currently existing organizations, and channel that potential toward sustainable, profitable business growth.



Dean's primary area of expertise is organizational and business renewal and innovation. He also has strong capabilities in several fields which support that primary goal, including: strategy development and implementation; business, operational and functional performance improvement; change management; leadership and team development; and executive coaching.

Dean possesses strong capabilities in helping individuals, teams, organizations, and businesses discover and move beyond hidden blockages that prevent them from achieving and sustaining excellence in performance, innovation, learning, growth and self-renewal. One of his key strengths is capability transfer – helping his clients develop with mature, competent independence. Dean leads the Center with a unique and refreshing combination of profound insight and an innovative and independent point-of-view, coupled with a consistent drive toward results.

Over the course of his consulting career, Dean has personally worked with clients such as GE Capital, Fidelity Investments, Nationwide Insurance, Prudential Insurance, Hewlett-Packard, Ortho-McNeil Pharmaceuticals, CR Bard, Children's Hospital of Chicago, Saudi Aramco, CITGO, Verizon, AT&T, and Telebahia.

Over the past 15 years, Dean's writing has appeared in *The Handbook of Business Strategy*, *Executive Insights*, *The CEO Refresher*, *CEO Factor*, *CEO Online Expert Talk*, *Leadership Excellence*, *Brand Republic*, *BrandChannel.com*, *M-World*, *IHRIM.link*, and *IndUS Business Journal*.

Besides a doctorate in Human and Organization Systems (The Fielding Graduate University), he holds an M.A. in Human Development, an M.S. in Statistics and a B.S. in Mathematics. Dean is also a faculty member in the Department of Management at Fairleigh Dickinson University, and an adjunct faculty member in the Department of Management at Colorado Technical University.

The Center for Corporate Renewal is the culmination of Dean's lifetime of continuous learning, teaching, practice and self-development. The Center's mission involves both learning and teaching – and the dynamic interaction between the two – creating a continuous cycle of ideas informing action and action feeding ideas. The Center's learning agenda is focused on path-breaking, in-depth, practice-oriented research that seeks answers to the most pressing questions relevant to the understanding of business and leadership.

Teaching at the Center is composed of a diverse portfolio of offerings – from leadership programs, publications and products to CEO networks, councils and conferences. It is this continuous interplay of learning and teaching that provides the greatest value to the Center's clients.

Recently, the Center's ongoing work has become even more meaningful, as individuals and organizations seek greater clarity and meaning in their work and personal lives. The Center's expertise in leading transitions, building renewal capability, and harnessing the power of innovation provides great interest and value to today's leaders.