



**AJ O'Brien  
Consultant**

**“TRI Corp.’s creative, interactive and engaging experiential leadership and simulation programs are best in class. Our work demonstrates to all companies the importance of operational excellence, shareholder value, meeting commitments, leadership and teamwork.”**

– AJ O'Brien, Consultant, TRI Corporation

## Leadership/Industry Expertise

AJ O'Brien is a principal at Executive Performance Associates based in Los Gatos, California. He is also a consultant with TRI Corporation, a leading supplier of executive education programs. AJ works with clients on large and small scale organizational effectiveness initiatives. These include leadership and executive development programs, sales and marketing professional development and personal coaching. AJ has over 25 years of management experience in leadership and executive development, strategic consulting, and sales and marketing on a global level with Agilent Technologies and Hewlett-Packard.

## Bio

As director of leadership development at Agilent Technologies, AJ designed and delivered customized leadership programs and aligned senior executives to the strategic agenda set forth by the CEO, CFO and Board of Directors. He managed relationships and contracts with the faculty and administration of top executive education universities worldwide. AJ also directed all aspects of leadership development and organizational effectiveness for Agilent's Life Sciences and Chemical Analysis Business Group. He was responsible for the development planning and assessment of senior managers as well as executive coaching, succession planning, and strategic workforce planning and execution.

At Hewlett Packard, AJ designed, developed and delivered "Creating the Future" programs for the CEO, the Head of HP Labs and company top management. He was a major contributor and helped develop strategies for HP's first Computer Organization structure, the Cardiac Patient Monitoring Division strategy, HP's Atomic Clock Division's divestment and investment strategy, and the Ten Step Business Planning process

## Positions Held

Prior to his leadership development and coaching roles with HP, AJ spent 15 years in senior sales and marketing positions for Hewlett Packard. As Region Marketing Director for HP's Latin America Operations, he directed all country and region marketing activities including new product introductions, direct marketing programs, advertising, and industry marketing for the Enterprise Solutions Group. AJ implemented field productivity processes and systems, which resulted in simpler and more cost effective marketing and sales development activities.

## Accomplishments & Awards

- At Agilent, AJ formulated and led programs focused on growth strategies, created shareholder value and met the company's long term operating model. He led the effort to cascade a series of "business acumen" programs and development efforts for all Agilent managers worldwide.
- For HP, AJ's "Creating the Future" programs explored and exploited multibillion dollar white space opportunities for HP in the home, healthcare and telecom markets.
- AJ led the design and delivery of HP's General Management Development Program that targeted and supported the organization's top 300 managers as well as participants at the CEO's annual management meeting.
- He currently serves as active member of three leadership development and HR associations:
  - Member, Association for Strategic Planning, The Institute for Executive Development
  - Member, Executive Development Associates, Northern California Human Resource Association (NCHRA)
  - Member, Corporate Executive Roundtable

## Education

- MBA, major in Finance and International Business and graduated with honors, Portland State University.
- Bachelor of Arts in Psychology, graduated with honors, Lewis and Clark College, Portland, Oregon

## Personal

AJ lives in a spectacular setting, in the mountains above Los Gatos in California with his wife Tracy and their four children. When not working, he enjoys being physically active – you will find AJ snow skiing, sailing, surfing and kayaking or just getting out to explore the community. He is also a Lacrosse fanatic. AJ coaches over 160 boys in the West Valley Redhawks Club. In 2008, they won the 2008 State High School Championship.