

## Access to Experts



**George Bradt**  
CEO  
PrimeGenesis

Mr. Bradt has a unique perspective on transformational leadership based on his combined senior line management and consulting experience. He progressed through sales, marketing and general management roles around the world at companies including Unilever, Procter & Gamble, Coca-Cola, and J.D. Power's Power Information Network spin off as chief executive. Now he is a principal of CEO Connection and managing director of PrimeGenesis, the executive onboarding and transition acceleration group he founded in 2002. Since then, Mr. Bradt and PrimeGenesis have reduced new leader failure rates from 40% to 10% by helping them and their teams deliver Better Results Faster. Mr. Bradt is a graduate of Harvard and Wharton (MBA), author of three books published by Wiley: *The New Leader's 100-Day Action Plan*, *Onboarding*, and *The Total Onboarding Program*, the upcoming *Red Cross Guide to Crisis Management*, the *New Leader Smart Tools iPad app*, *The New Leader's Playbook* weekly column on *Forbes.com*, two versions of the book *Back to School Chats* (one for fathers & sons and one for mothers & daughters) and two musicals, "Twitter Pi", and "The Man with the Glass Heart."

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