



## **Bear Brandegee**

### **Certified Integral Coach ACC | MBA | BA | AA**



#### **Coaching, Facilitation and Consulting Experience**

Bear helps entrepreneurs and emerging leaders wake up to their own truths and break through self-imposed limitations. She draws on a variety of cognitive, spiritual and somatic practices to shift her clients in ways that bring deep personal transformation. Bear began coaching others as a senior marketing executive in multinational agency, corporate and entrepreneurial environments. Most recently, in her personal branding and style strategy business, Bear offered clients practical tools for showing up as their most authentic and powerful selves.

#### **Business / Organizational Leadership Experience**

- Bear began her career at Fleishman-Hillard where she coached C-suite executives on media relations strategy and managed technology marketing and branding programs for Commodore Business Machines, Electronic Data Systems and Sharp Electronics.
- Bear then joined Mitsubishi Electronics where she served as communications advisor and speech writer to the chairman, as media advisor to the executives of nine sister companies and led a corporate communications team.
- She went on to co-found and raise \$40 million to launch The Patent & License Exchange (PL-X), an on-line market for intellectual property rights. There she served as Chief Operating Officer, overseeing global software engineering, sales and marketing. Bear was featured in a Harvard Business Review business case study on the company in 2001.
- After selling the company, Bear opened a personal branding and style strategy business where for the past 16 years she has coached and advised community, business and faith leaders on how to bring forward their most authentic and powerful presence to their impactful work.

#### **Education and Training**

Bear is certified as an Integral Coach by New Ventures West, an International Coaching Federation (ICF)-certified program and has earned her ICF ACC. She is an active student and coach of Eugene Gendlin's *Focusing*, a body-wisdom-based mode of connecting with one's inner knowledge. Bear earned an MBA from The University of Southern California Marshall School of Business and a BA in English Language & Literature from The University of Chicago. She also studied fashion manufacturing, merchandising and business at the Fashion Institute of Design & Merchandising (FIDM) in Los Angeles where she earned an AA in Fashion Merchandising. She continues to serve as the President of the Pittsburgh FIDM alumni chapter that launched in 2008. When not coaching, Bear loves to do Kundalini yoga and to study jitterbug and Korean-style hip-hop dancing. She is married to her high-school sweetheart and is mom to a University of Pennsylvania School of Engineering sophomore.