

FOCUS ON CREATING SEPARATION

Everyone has a playbook. Almost no one has the engine.

What if the greatest competitive advantage available to us is one we've never been taught?

THE TEAM — HIGHLIGHTS

ASSEMBLED FOR THE WORK, NOT STAFFED FROM A BENCH

More than three hundred specialists work with Cooper Strategic. They are not a bench of consultants trained in one method. They are people who have operated at the outer edge of a discipline and then had to explain how they did it.

Neuroscientists and behavioral researchers. Tier One operators from SEAL Team Six, Delta Force, Pararescue, and Combat Control. Fighter pilots. Olympic and world-record athletes. Designers, architects, and communicators. Executives who have run global enterprises rather than advised on them.

These are highlights. Cooper Strategic also draws on a far wider global network — neuroscientists, predictive analysts, and other specialists engaged according to the demands of a given project — who are not listed here.

They contribute to the Cooper Strategic think tank and take client assignments directly. What follows groups them by capability rather than alphabet, because the combination is the point — the engine is built from parts that do not usually sit in the same room.

BY THE NUMBERS

300+
Specialists working with
Cooper Strategic.

1,500
Combat missions flown by a
single member of the roster.

10
Olympic medals.

4
World Ironman
championships — and
thirteen straight wins at the
distance.

Multiple
World records set on the
highest peaks on earth.

MISSION SEVENTEEN

People who have operated where the cost of being wrong is absolute.

Roger Sparks · Kevin Holland · Daniel X. Carter, Jr. · Tony Blond · Glenn Cunningham · Frank Fallica · Chris Fischer · Dave Greninger · Jason Henderson · Tracy LaTourrette · Eddie Penney · Jason Ramos · Angel Santana · Dan Skidmore · Ryan Talmadge · Greg Walker · Court Whitman

BRAIN AND BEHAVIOR FIVE

The science of why capability opens on some days and closes on others.

William Anton, Ph.D. · Michael Broder, Ph.D. · Andy Chiou, M.D. · Carla Clark, Ph.D. · John Kao, M.D., M.B.A.

HUMAN LIMITS FIVE

Records are data. These are the people who set them.

Roger Sparks · Kevin Holland · Gary Hall, Jr. · Chrissie Wellington, OBE · Nirmal “Nims” Purja, MBE[†]

ENTERPRISE AND GROWTH NINE

Leaders who have run the enterprise, not advised on it.

Nancy Badore, Ph.D. · Christian Cotichini · Susan Duggan, Ph.D. · Michael Gordon, Ph.D. · Jack Harvey · Ann Lawrence, J.D. · Dane Parker · Matt Plocher, CLU, CHFC · Virginia Shiverdecker

ENGAGEMENT AND FOLLOW-THROUGH EIGHTEEN

Insight that does not ignite transformation does not fly.

Chelsea Braun · Rodrigo Corral · Gerald De Jaager · Ted Dewan · Jeremy Francis · Naveen Gowda · Scott Hemphill · Jordan Hilario · Brendan Kane · Monica Kerber · Jeff King · Nanette Koerner · Taylor Lindstrom · Terry O'Connor · Donald M. Rattner · Suanne Sandage, M.S. · Kailey Strachan · Jason Whittaker

IN MEMORIAM

Nirmal “Nims” Purja, MBE 1983–2026

Nan Summers 1954–2025

Michael Yessis, Ph.D. 1932–2023

Where the cost of being wrong is absolute.

Seventeen people who have operated there — and who can explain how.



Roger Sparks

RECON MARINE · PARARESCUE

Master Sergeant, twenty-five years across both — the units sent when a situation has already gone wrong. Pararescue has a motto and it is the whole job: *That others may live*. Silver Star recipient for his actions during a firefight in Afghanistan's Watapur Valley, November 14, 2010.



Kevin Holland

SEAL TEAM SIX · DELTA FORCE

Combat across three decades and two Tier One units. He deployed with DEVGRU, joined Delta Force after 9/11, and taught at SEAL Sniper School between deployments. More than 1,500 combat missions. Eight Bronze Stars, two Purple Hearts, the Navy Achievement Medal.



Daniel X. Carter, Jr.

NAVY SEAL · 23 YEARS

Eighteen of those years at the Tier One Naval Special Warfare Development Group, as Assault Troop Chief and as Selection and Training Lead Instructor. His approach rests on continuous learning, innovation, and collaborative relationships. Numerous commendations for leadership and valor.



Tony Blond

NAVAL SPECIAL WARFARE · 23 YEARS

With Tier One SEAL Teams he led several 25-meter MK-V Operations Craft and served as Boat Crew Chief with the reconnaissance and assault squadrons. Later Operations Senior Advisor for maritime tactics and technology innovation. Numerous commendations for leadership and valor.



Glenn Cunningham

NYPD DETECTIVE · MEDAL OF VALOR

Retired Second Grade Detective, twenty years in homicide, kidnapping, hostage negotiation, narcotics, and international terrorism. His focus is teaching people to read a situation quickly and adapt to any of it. He holds the rank of Kyoshi, eighth dan, and is chief instructor for a traditional Okinawan karate style in the USA.



Frank Fallica

TIER ONE NAVY SEAL

Director of Operations and Director of Learning and Development for the Naval Special Warfare Development Group. He designed learning programs for more than 1,200 personnel and built the performance indicators that measured whether they worked. Multiple combat awards for leadership and valor.



Chris Fischer

NAVY · 20 YEARS

Twelve of them in Special Operations as an unmanned aircraft systems specialist, leading drone strategy, operations, and tactics across multiple tiers of special operations. He took the SEAL Teams from an air-only capability to sea and land, and selects and screens UAS special operations candidates.



Tracy LaTourrette

FIRST FEMALE TOP GUN

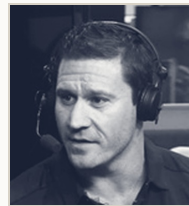
Retired USAF Lieutenant Colonel and one of the first women in the world to fly fighter aircraft. Twenty-two years as a pilot and AWACS Air Weapons Director, flying combat F-16 missions globally. Post-9/11 she flew direct Presidential protection missions and classified missions in Operation Iraqi Freedom.



Dave Greninger

NAVY · 21 YEARS

Former leader at the Naval Special Warfare Development Group. Decorated All-Navy and NATO rugby captain. Founder and Director of The Forge, a ministry for young men focused on character, faith, and fitness, and a senior manager providing tactical communications to the special operations community.



Eddie Penney

MARINE · NAVY SEAL

Twenty years in the U.S. military, the second half at the Tier One Naval Special Warfare Development Group. Troop Leading Petty Officer and Assault Troop Lead Breacher — first man through the door — across five deployments to Iraq and Afghanistan, in hundreds of operations at extreme close range.



Jason Henderson

TIER ONE SEAL MASTER CHIEF

Thirty years of service. He joined the Navy at nineteen and completed nineteen deployments, sixteen of them in combat, across hundreds of missions. He has held numerous leadership positions with Naval Special Warfare Command and is a master trainer across a range of high-performance areas.



Jason Ramos

SMOKEJUMPER · 27TH SEASON

Bestselling author of *Smokejumper* and a wildland firefighter who has fought fires from Alaska to Florida and nearly everywhere between. He is one of the few Tier One smokejumpers — the most highly trained wildland firefighters, who parachute into remote country and work independently in the most difficult terrain imaginable.



Angel Santana

USAF PARARESCUE

Born in Guatemala, in the United States from the age of nine. Twenty-one years in the Air Force and a Pararescueman since 2005, with more than fifty personnel recovery operations and thirty deployments to Afghanistan and the Middle East. A National Registry Paramedic and program medical officer.



Dan Skidmore

TIER ONE COMBAT CONTROLLER

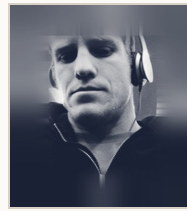
U.S. Air Force Special Operations with the 24th Special Tactics Squadron, in Afghanistan, Iraq, Syria, Niger, and Haiti — from combat deployments to humanitarian missions. Four-time CrossFit Games Regional Competitor. He owns Evolution Athletics and serves as GORUCK Director of Training.



Ryan Talmadge

NAVY SEAL · UNMANNED SYSTEMS

An industry leader in unmanned systems for security, surveillance, and national protection on land and sea. He served as a paramilitary officer in the intelligence community and ten years in naval special warfare as a Squadron Troop Commander. Master of Science in Systems Engineering from the Naval Academy.



Greg Walker

NAVAL SPECIAL WARFARE
COMMAND

More than ten years in forward-deployed support for clandestine Tier One naval special operations in Afghanistan and Africa during the Global War on Terrorism. A specialist in mission logistics, sequencing, planning, and execution, working across macro and micro organizational levels at once.



Court Whitman

GREEN BERET · DELTA FORCE

Retired Special Forces Commando, with six of his years in the Tier One Army Delta Force across a wide range of combat and humanitarian missions. Army Commendation Medal and Bronze Star. He now develops leadership and team initiatives and teaches at The Honor Foundation and the Apex Program.

Why capability opens on some days and closes on others.

The science underneath everything else on this roster.



William Anton, Ph.D.

CLINICAL PSYCHOLOGIST

Former top tier leader at the University of South Florida and founder of CEO Effectiveness. Senior author of two psychological assessments used widely in businesses and educational settings around the world. He has presented to and worked closely with United States Special Operations Command.



Michael Broder, Ph.D.

COGNITIVE BEHAVIORAL CHANGE

A leading expert in cognitive behavioral change whose work is focused on training and coaching high achievers — helping people operate at their highest potential, in whatever parts of their lives they wish to optimize, in the shortest time possible. Author of *Stage Climbing*.



Andy Chiou, M.D.

PEORIA SURGICAL GROUP

President and Chief Executive, and a cross-disciplinary thinker who has led or helped lead a range of meaningful breakthroughs in healthcare, business, organizational effectiveness, accelerated learning, and community well-being.



Carla Clark, Ph.D.

NEUROSCIENCE OF BEHAVIOR CHANGE

Honors degree in biochemistry and a Ph.D. from the University of Edinburgh, then six years of post-doctoral research in biophysical chemistry and molecular science. Neuroscience, Psychology, and Psychiatry Section Editor for *Brain Blogger*, and partner at a behavioral economics and data company converting human potential into measurable outcomes.



John Kao, M.D., M.B.A.

“MR. CREATIVITY”

So dubbed by *The Economist*, along with “a Serial Innovator.” For over thirty years a trusted advisor to companies, startups, and nations on delivering meaningful innovation agendas. Former Harvard Business School professor, entrepreneur, musician, and Harvard-trained psychiatrist. BA and MD from Yale, MBA from Harvard.

Records are data.

These are the people who set them — and who can say what it took. Integrated with our neuroscience and discoveries.



Roger Sparks

RECON MARINE · PARARESCUE

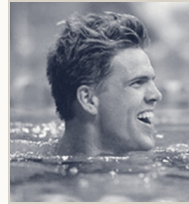
Twenty-five years as a Recon Marine and then an Air Force Pararescueman — two careers few would attempt in one lifetime, the second built around a single motto: *That others may live*. Silver Star recipient for his actions during a firefight in Afghanistan's Watapur Valley, November 14, 2010.



Kevin Holland

SEAL TEAM SIX · DELTA FORCE

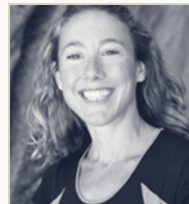
Selected into DEVGRU, which takes the top one percent of Navy SEALs, and into Delta Force after 9/11 — the only publicly known operator to have served in both. Top shooter and honor graduate at SEAL Sniper School, where he later taught. More than 1,500 combat missions across three decades.



Gary Hall, Jr.

TEN OLYMPIC MEDALS

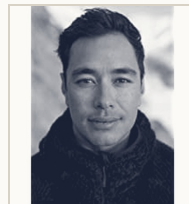
Olympic Hall of Fame inductee, five golds, four world records. He was told at diagnosis that type 1 diabetes ended his career, and redefined what was possible instead. Co-founder of The Race Club, whose swimmers have won more than forty Olympic medals.



Chrissie Wellington, OBE

FOUR-TIME WORLD IRONMAN CHAMPION

Undefeated across all thirteen of her races at the Ironman distance, and still the world record holder at 8:18. She won the World Championship less than a year after turning professional — a feat the British Triathlon Federation called near-impossible for a rookie.



Nirmal "Nims" Purja, MBE

FOURTEEN PEAKS · WORLD RECORD

Six years a Gurkha, then ten with the Tier One Special Boat Service. In 2019 he climbed all fourteen of the world's 8,000-metre peaks in six months and six days, shattering a record that had stood for years, and led rescues at altitude that others would not attempt.

IN MEMORIAM 1983–2026

Leaders who have run the enterprise.

Not advised on it — run it, at scale, with the results on record.



Nancy Badore, Ph.D.

FORD MOTOR COMPANY

A senior executive whose accomplishments at Ford are documented in six books and a Harvard Business School case detailing a decade of cultural change projects she conceived and directed. She now applies that expertise to senior-level executive coaching and the design of executive education programs.



Christian Cotichini

CEO, HEROX

Over twenty years leading startup and high-growth technology companies. He founded MAKE Technologies, which enabled organizational transformation through the modernization of mission-critical software systems, and sold it to Dell in 2012. He joined HeroX as co-founder and CEO the following year.



Susan Duggan, Ph.D.

SMART WORLD CENTER

Fulbright Scholar, Alexander von Humboldt Foundation Fellow, and co-founder of the Silicon Valley World Internet Center. For more than thirty years, as strategist, researcher, and program designer, she has built powerful ways to bring leaders from business, government, and education together on crucial projects.



Michael Gordon, Ph.D.

ROSS SCHOOL OF BUSINESS

Arthur F. Thurnau Professor of Social Entrepreneurship and Business Administration at the University of Michigan. An award-winning educator honored by the Smithsonian three times, he helps leaders and entrepreneurs uncover new ways of testing outcomes that embrace societal benefits. His book *Inclusivity* is the most in-depth empirical study of social enterprise yet.



Jack Harvey

PRESIDENT & CEO, OWN THE ROOM

A growth-oriented technology executive across data science, social media, ad tech, mobile payments, and software. He led worldwide growth bringing the Own The Room methodology to over one hundred Global 500 companies in twenty-seven countries and seven languages. Previously EVP, Partnerships at TechStars.



Ann Lawrence, J.D.

GLOBAL CO-CHAIR, DLA PIPER
RETAIL

Her practice spans business transformation across e-commerce, affiliate marketing, digital media, fashion, and branded consumer products. A graduate of Yale and Columbia Law School, noted by *Forbes* as a Female Innovator in the Business of Law. Senior strategic advisor on Cooper Strategic engagements including GM, Cruise Automation, and Coca-Cola.



Dane Parker

GENERAL MOTORS · DELL · INTEL

Executive director of global facilities at GM and, as its first chief sustainability officer, the architect of the plan to become carbon neutral by 2040. Previously vice president of global real estate, facilities, and environment, health and safety at Dell, and thirteen years at Intel.



Matt Plocher, CLU, CHFC

NORTHWESTERN MUTUAL

A senior leadership executive and the top ranked managing partner, leading the Los Angeles and Las Vegas network offices. Under his leadership his network office has set and re-set many of the top performance records in Northwestern Mutual history. Co-founder of Strategic Leadership Systems.



Virginia Shiverdecker

CEO, SOHO SYMMETRY

Former Executive Vice President of McCann Worldgroup, where she was Director of Global Retail Initiatives, and chief strategy officer for Barkley. She has launched many successful brands and led acclaimed turnarounds. She founded her own company in 2011.

Insight that does not ignite transformation does not fly.

The disciplines of full engagement and supercharged follow-through.



Chelsea Braun

FOUNDER & CEO, CSC STRATEGIC

An innovative digital agency delivering customized strategy and campaigns focused on each client's top targets and goals. Known for one-of-a-kind storytelling that redefines what it means to measurably thrive in the social space. She has delivered projects on branding, content production, and social media for more than seventy-five clients.



Ted Dewan

ILLUSTRATOR

Possibly the only full-time book illustrator with an Ivy League engineering degree and five years teaching physics. In books including *The Roots of the Self*, *Mindreal*, and *The Evolution of Consciousness*, he has worked with leading thinkers from Harvard, Stanford, and Oxford to bring their ideas to life.



Rodrigo Corral

CREATIVE DIRECTOR

More than five hundred conceptual designs and book covers, among the most iconic visuals in publishing — work with Daniel Kahneman, Junot Díaz, Jay-Z, Deepak Chopra, Chuck Palahniuk, and Gary Shteyngart. Creative Director for Farrar, Straus & Giroux and Creative Director at Large for New Directions.



Jeremy Francis

FRANCIS CREATIVE CONSULTING

Based in Muskegon, Michigan, he helps non-profits, small businesses, and firms stay competitive with creative and out-of-the-box solutions. Over twenty years as a communicator and team builder, with a specialty in front-end development, security, and performance — putting those skills toward helping smaller voices cut through and get heard.



Gerald De Jaager

MANAGEMENT & LEADERSHIP

He has consulted to more than seventy-five organizations around the world and provided training to more than twenty thousand leaders. A Phi Beta Kappa graduate of Yale who taught there — rated one of the ten best teachers — and the author of four books on management and leadership.



Naveen Gowda

CREATIVE DIRECTOR & CONTENT STRATEGY

His work is on genuine influence, as part of Brendan Kane's team focused on *Hook Points: How to Stand Out in a 3-Second World*. He has consulted on digital content and strategy with Mindvalley, Cooper Strategic, and many other organizations. University degrees in computer science and graphic design.



Scott Hemphill

ORGANIZATIONAL NETWORK
ANALYSIS

Thirty years in technology and process improvement as a Computer Systems Engineer, Data Scientist, and Business Process Owner. His focus is helping organizations understand their own collaboration patterns and improve their networking capability — analytics on how top leaders and teams actually innovate and accelerate together.



Monica Kerber

FOUNDER & CEO, KERBER
CONSULTING

She has worked with Cooper Strategic across Fortune 100 and 500 companies on a customized approach to accelerating leaders and their teams. Her emphasis is “no excuses growth” and her specialty is achieving greater results in less time and at less cost. Fifteen-plus years in peak performance assessment and scorecards.



Jordan Hilario

UI/UX DESIGNER

Award-winning, with seventeen years building for the web — HTML, CSS, WordPress, Bootstrap, Sass, MaterializeCSS, and search optimization. His work sits at the point where a strategy either becomes usable to the person in front of it, or does not.



Jeff King

PROCESS COMMUNICATION MODEL

A PCM Master Trainer who has taught the model for over fifteen years and lectured worldwide. He has consulted with Cooper Strategic on genuine, meaningful communication, the need for connection before content, and the new language of trust. He works with Brendan Kane on *Hook Points*.



Brendan Kane

INNOVATION STRATEGIST

He works with Fortune 500 corporations, brands, and celebrities to unlock value and transform their businesses. Author of *One Million Followers* and *Hook Points*, with more than a decade in digital and record-setting growth for some of the most respected global brands, from startups to the Fortune 100.



Nanette Koerner

MANAGING DIRECTOR, CLIENT
SERVICE

Extensive experience in executive team coordination across a number of top organizations, with particular skill in creating enterprise-wide effectiveness systems and exceptional client and customer experiences.



Taylor Lindstrom

FOUNDER & CEO, GOOD INK

With a degree from the University of Chicago and clients from Boulder to Barcelona, she blends expertise and ingenuity to create meaningful, impactful communications — the kind that earn the right attention and the follow-through to match, in today's world.



Terry O'Connor
STRATEGIC ADVISOR

Executive coach and trainer whose clients have included Bank of America, BellSouth, ElectroScientific Industries, and the Network of Indigenous Knowledge. His governmental work includes more than fifty public-sector agencies in the United States, and consulting assignments with national governments in Africa, Asia, and Europe.



Donald M. Rattner
ARCHITECT & AUTHOR

Bachelor's degree *cum laude* in art history from Columbia and a Master of Architecture from Princeton. Author of *My Creative Space: How to Design Your Home to Stimulate Ideas and Spark Innovation*. He has taught at the University of Illinois, the New York Academy of Art, and Parsons School of Design.



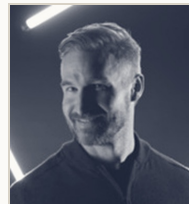
Suanne Sandage, M.S.
SERVICES FOR SUCCESS

Founder and president. In a thirty-year career as a coach and advisor, her extensive work with high-performance assessments and profiles has served executives and teams across healthcare, financial services, information technology, engineering, architecture, construction, education, manufacturing, and agriculture.



Kailey Strachan
DESIGNER & ART DIRECTOR

Founder of Kailey Creative, specializing in modern, unique, and effective brand experiences that enable brands to stand out. She has worked with startups, small businesses, and big brands including Amazon, P&G, and Disney, alongside a range of photographers, fashion labels, and top bloggers and influencers.



Jason Whittaker
VIDEO DIRECTOR & PRODUCER

Former Senior Video Director and Producer for award-winning Russell Video. A graduate of the University of Michigan in film and video studies, with more than two decades as a video and audio strategist, director, producer, scriptwriter, and director of photography. He has led Cooper Strategic video for nearly a decade.