

## ERIC A. DENNISTON

### *Professional Biography*

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## STRATEGIC MANAGEMENT AND BUSINESS PLANNING

### Change Management | Performance Improvement | Global Strategies

**Strategic Intent and Incisive Analysis** ... Rapid identification and evaluation of business problems, trends and risks, outlining paths to obtainable goals and driving productive organizational change to maximize long-term performance. Capable articulation of strategies for sustained results. Known for broad understanding of business issues at a global level.

**Excellence in execution** ... Accountable for sustained excellence in executing projects. Applies proven capabilities in independent and team-based work to drive sustained excellent results. Motivates by example and stresses goal achievement over personal recognition. Manages change for carefully defined purposes to minimize disruption. Assumes responsibility and willingly supports others. Constant scanning and evaluation of best practices.

**Experienced facilitator** ... Gaining clarity, uncovering issues, building consensus, developing teams and creating unexpected value are among the benefits his clients have received. This includes public and private workshops in strategic management best practices and creating sustainable structures and practices to ensure planning is translated into execution of actions and measurable results. Subject matter expert in accelerated change management training products.

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## AREAS OF EXCELLENCE

Change Management ♦ Process Implementation ♦ Strategic & Business Planning  
Multicultural Business Practices ♦ Leadership and Corporate Governance  
International Finance ♦ Multi-cultural Communications ♦ OER College Course Development

### LANGUAGE PROFICIENCY

Native speaker of English and Spanish, business level French

### PROFESSIONAL EXPERIENCE

**DENNER GROUP INTERNATIONAL ~ Prescott Valley, AZ**

July 1984 - Present

**A member of the HAINES CENTRE for STRATEGIC MANAGEMENT**

Dec. 2006 – Dec 2011

**Managing Director / Principal**

Specializes in facilitating, coaching and training C-Suite executives and line staff in developing and implementing sustainable strategic and change management systems. Applies a proven, holistic, integrated decision-making framework to strategic implementation and tactical execution. Uses breadth of experience to drive clients' performance by installing management processes that integrate strategy and action from the CEO level down and across the organization. Champions project management.

Advises and coaches clients in business planning, strategic planning and change management. Facilitates the development of business, financial and strategic plans, and feasibility and market studies. Advises clients pursuing cross-border business projects on financing alternatives and trade development. Serves clients in the banking, resort development, logistics, law enforcement and healthcare industries, including international non-profits. Conducts work in English and Spanish.

- **Instructor for Course Subjects:**
  - **Business Plan Development**
  - **Strategic Management**
  - **Project Management**
- **Courses Developed:**
  - **BSA360 – Project Management Essentials**
  - **MGT288 – Business Plan Development**
  - **MGT320 – Business Process Improvement – co-developer**
  - **MGT283 – Operations Management – co-developer**

**Major Contributions:**

- Facilitating for profit and non-profit Board planning retreats for strategic and operational issues
- Directing translation and design of articles and materials into Spanish
- Co-leading the organization’s practice in Latin America and the US Hispanic market
- Co-leading workshops leading to extraordinary sustainable costs savings programs
- Applying systems thinking to all aspects of work and client projects
- Delivering educational workshops on strategic planning and change management
- Coaching leaders at all levels in strategic management processes
- Providing subject matter expertise in the development of accelerated change training products
- College course creation 200 and 300 level courses

**CONCURRENT TO INDEPENDENT CONSULTING ACTIVITIES:**

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|---|----------------|
| • YAVAPAI COLLEGE, Adjunct Faculty, Prescott, AZ          | 2018 – Present |
| • University of San Diego, Adjunct Faculty, San Diego, CA | 2008 – 2011    |
| • COMPUTERLAND DE MEXICO, Tijuana, BC                     | 1989 – 1990    |
| • COMPUTER TIMESHARE CORP., Encinitas, CA                 | 1987 – 1989    |
| • ENTRÉ COMPUTER CENTERS, San Diego, CA                   | 1984 – 1987    |
| • COMPUTERLAND of Naperville, IL                          | 1983 – 1984    |

**Business systems trainer, consultant and account executive**

Responsible for all activities of opening Mexican franchisee’s sales office in Tijuana and managing operations until it was closed down. Managed training and technical support operations for four different computer retail operations in San Diego and western Chicago-area suburbs. Trained personnel and clients. Performed direct sales activities and managed sales, client-training and technical staff.

**Impact:** Improved sales staff’s technical knowledge of products. Expanded employers’ market share in multi-user networked PC installations and multi-user accounting systems. Assisted in establishing the first PC/Macintosh MIDI music store in the San Diego area.

**ROCKWELL GRAPHIC SYSTEMS, INC. ~ Chicago, IL**

June 1980 – Oct. 1983

**Regional Credit Manager – Latin America**

Responsible for credit management throughout all Latin America. Managed a portfolio of \$90 million dollars in medium-term loans for printing-press sales to newspapers throughout the territory. Traveled throughout the region.

**Impact:** Reduced the ratio of past-due receivables to total receivables from 13% to 4%. Reduced the ratio of delinquent loans to outstanding loans from 7% to 2% while total loans increased 340%.

**BANAMEX ~ Mexico City, Mexico**

July 1977 – May 1979

**International Banking Officer**

Responsible for documenting credit analyses for approximately 180 US, Canadian and European Banks. Coordinated services between headquarters and US offices. Performed public relations activities for the bank's international banking activities.

**Impact:** Produced over 100 inter-bank credit analyses. Performed correspondent bank operation facilitation with USA, Canadian, European and Latin American banks.

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**EDUCATION**

- **Masters in International Management - Marketing/Advertising**, Thunderbird School of Global Management, Glendale, AZ, 1980.
  - **Bachelor of Science, Business Administration**, Universidad de las Américas, Mexico City, Mexico, 1978.
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**CERTIFICATIONS**

- **Master Consultant Certification in Strategic Management**, Haines Centre for Strategic Management, San Diego, CA, 2007
  - **Certified Group Facilitator**, Haines Centre for Strategic Management, San Diego, CA, 2007
  - **Certified in Reinventing Strategic Planning**, Haines Centre for Strategic Management, San Diego, CA, 2006
  - **Certified Live Plan Expert Advisor** – Palo Alto, CA 2020
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**AFFILIATIONS and CIVIC VOLUNTEER WORK**

- Rotary eClub of the Southwest USA – Member 2014 - present
- Prescott Valley Chamber of Commerce - Member 2012 – present
- Association for Strategic Planning, San Diego Chapter – President 2008 – 2016
- Bradshaw Mountain Kiwanis Club 2016 - 2022
- SCORE of Northern Arizona – Volunteer member 2017 - 2019
- South County Economic Development Council – Finance and Loan Committee 2005 – 2009
- The San Diego World Trade Center – Board Member, Strategic Planning Committee 2005 – 2011
- Foundation for the Children of the Californias –Finance Committee 2003 – present
- Foundation for the Children of the Californias –International Finance Council 2024 – present
- Foundation for the Children of the Californias – Director & Executive Committee Member 1999 - 2003
- San Diego/Tijuana Sister Cities Society – Founding Director & Exec. Committee Member 1994 – 1997
- San Diego County Hispanic Chamber of Commerce - Member 1993 – 2009
- Aldeas Infantiles / SOS Kinderdorf International – Tijuana, BC, Board Member 1993 – 1995
- Global Thunderbird Alumni Association – Founding Director & Exec. Committee Member 1984 – 1991
- Thunderbird Alumni Association – President, San Diego Chapter 1985 – 2010
- Thunderbird Alumni Association – President, Chicago Chapter 1981 – 1984