

Melinda J. Gleason

Senior Associate

Melinda Gleason is a Senior Associate with The Service Profit Chain Institute with expertise in design, development, project management, competency model development, and communication training, coaching and strategy development.

Most recently, Ms. Gleason was the Manager of Employee & Organizational Effectiveness at NSTAR Electric & Gas Corporation, Massachusetts' largest investor-owned utility. In this role, Ms. Gleason managed a team of consultants and was responsible for Corporate Performance Management, Talent and Succession Management, the annual Employee Satisfaction Survey as well as working with individual business areas to target business specific needs and develop solutions.

Previous to this role, Ms. Gleason was a Senior Consultant with The Forum Corporation. In her eighteen-year tenure at Forum, Ms. Gleason has held a variety of positions within Forum Marketing and Product Development groups as well as client delivery roles with the Midwest Division and New York Office. Her previous positions included Delivery Team Leader, Instructional Developer, Public Relations Manager, and Communications Manager.

In her role as Senior Consultant, she worked to ensure client satisfaction through the creation of results-producing learning systems. She was involved in both leading and working as a member of client delivery teams and her major responsibilities included business development, needs assessment, research, training design and development, and project management.

As Director of Staffing and Business Development, Ms. Gleason was responsible for matching Forum resources to the appropriate client and business development projects, as well as managing and developing the junior staff of delivery resources in the New York and Boston offices. In addition, she was responsible for recruiting, on-boarding and managing Forum's Resource Network of contract facilitators.

Ms. Gleason's areas of content expertise include research; training curriculum assessment; competency development; communication training, coaching and strategy development; as well as sales, management, leadership and customer service learning system implementation.

As Public Relations Manager, Ms. Gleason was responsible for creating a memorable presence for Forum in the marketplace through a variety of media and promotional opportunities. As Communications Manager, she established Forum's graphic identity by

creating and implementing a consistent look and format for all collateral, packaging and corporate advertising.

She has extensive experience in writing for a variety of audiences and media as well as in orchestrating and managing both external and internal resources to complete client projects to a high level of satisfaction.

Among the clients with whom Ms. Gleason has worked are AT&T, Delta Air Lines, Chrysler Financial Corporation, Cincinnati Bell, Inc., Clifford Chance Dow Corning, Fidelity Investments, Goldman Sachs, First Chicago/NBD, J.P. Morgan Chase, Kaiser Permanente, Moore Corporation, RR Donnelley and Sons, Sara Lee Corporation, The Hartford, The Vanguard Group, United Parcel Service, and UNUM Insurance.

Ms. Gleason attended The College of the Holy Cross where she received a B.A. in English Literature. She is currently pursuing a Master's in Instructional Design at the University of Massachusetts.