

Russell Grimaldi built his executive coaching practice on the lessons learned and convictions developed over the course of three decades as an industry-leading performer in sales and marketing. Understanding that the challenges of business are the challenges of people, he dedicated himself to the simple mission of serving, helping and supporting people. A commitment to achieving business objectives through the fulfillment of human potential became the common thread of a highly successful career and ultimately led to the founding of Grimaldi Human Development.

For much of his 30 years in the industry — spanning both entrepreneurial digital ventures and global, publicly held corporations — Russell was Executive Vice President for Client Engagement and Growth with Ogilvy Health, a division of WPP, the world’s largest marketing services firm. Russell built a reputation as a brand-builder, a team-builder and a people-builder, and he brought tens of millions of dollars in revenue to the businesses he led. His “people-first” approach fueled focused study of human motivation and the attainment of his coaching credentials; and he quickly established a clientele from the global sales and marketing organizations he had served in his marketing career .

As Russell curated and integrated best-in-class coaching techniques with real-world business experience, he designed the “Grimaldi Way” as a model through which individuals and teams can acquire the most successful qualities of the most successful leaders. The Grimaldi Way features three distinct skillsets: 1) the ability to pay vigilant attention through active listening, openness, and keen observation; 2) an informing image, which emerges from vigilant attention as the articulation in vivid words and images a picture of the desired future state and 3) the practice which comprises essential, experiential tools for turning the informing image into powerful action, healthier and more effective habits, and profoundly better outcomes.

Russell helps to prepare his clients for expanded roles, elevates individual and team performance, increases executive presence and emotional intelligence for clients ranging from mid-senior managers to CEOs and other C Suite leaders. Industry sectors he has served include Life Sciences, Technology, Finance, Creative Arts and Entrepreneurs.



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