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Executive Development Associates Names New Strategy Officer to Oversee Strategic Planning Services Division

(Oklahoma City, OK) – Executive Development Associates (EDA) names Richard Zahn as their new Chief Strategy Officer to head their Strategic Planning Services Division. Zahn will work closely with EDA's Chief Operating Officer, Sherry Dale to launch division and meet the needs of companies currently experiencing both the pain and the growth opportunities brought about by the recent downturn in the economy. Together they bring a very impressive and power-packed history of success to the companies served by EDA.

Taking the time to determine the best strategy to assure a company's success is pivotal. There has to be a game plan to win both in the marketplace and financially. An organization's leaders must create a very clear picture of the desired future as well as identify the goals and actions needed to bring it into reality, especially during turbulent times.

"The goal of EDA's Planning Process is to enable the company to identify and execute on the key drivers for its business success. The process is designed to reflect the company's own culture and to engage the leadership team in the process. It begins with a reflection on the company's business environment, both internal and external, and an understanding of the competitive situation. It produces actionable plans with responsibilities and measures clearly defined. The process also combines our expertise from leadership development to determine the people strategy that will ensure performance and execution of the plan," Zahn states of the EDA Strategic Planning Process.

The relationship between strategic planning and performance is critical to the success of the organization. "Not only do we work with organizations to create a very specific and custom strategic plan, we also create buy-in by engaging their employees through interactive processes, followed by an accountability process to ensure that the plan is executed," says Sherry Dale.

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Executive Development Associates has been a leader in custom executive, leadership and organizational development, helping organizations build the capabilities needed to achieve their strategic objectives for over 25 years.

www.executivedevelopment.com

About Richard Zahn

Since 1994, Richard has been a consultant and advisor to numerous companies who have sought his expertise either in growing their businesses or in managing their current growth strategies. For six of those years, he served as part of **Inc. Magazine's Growth Strategy Consulting Group**. Not only did this relationship enable him to meet and work with a diverse group of

companies throughout the United States, it also connected him to individuals and companies possessing resources and expertise which were of added benefit to his clients.

Prior to launching his consulting career, Richard served as president of three different companies, all of which provided him with significant hands-on operational experience in developing, executing and funding plans to grow businesses. This experience included the creation of a new entity through a series of acquisitions and the turnaround of a distressed operation. Richard's early business career included serving as a commercial banker in Chicago and Oklahoma City, as well as working as an investment banker. In addition, he served as a member of the Board of Directors and Executive Committee of the C.R. Anthony Company.

Zahn received his Bachelors degree in Administrative Science from **Yale University**, and his Master's Degree from **Stanford University** in Business Administration with concentrations in Finance and Accounting

About Sherry Dale

Sherry Dale serves Executive Development Associates as the Chief Financial Officer. As a certified public accountant and former president of Strategix Consulting Group, Dale has helped businesses develop growth strategies and strategic plans, and with leadership training, cash flow management, organizational development, executive coaching, developing systems and processes, exit strategies and understanding financial information.

Prior to her involvement with Strategix, Dale co-founded a meat and frozen food distributorship (Express Meat Company, Inc.) as a home-based business in 1991. Through skilled leadership and passionate risk taking, she grew the business to be the largest independent distributor in the region with 50 employees, a 60,000 square foot distribution facility, a fleet of 25 trucks and **sales in excess of \$72 million**. Express Meat was acquired by Cargill Food Distribution in September, 2004.

In addition to Express Meat Company, Dale has started several other businesses. In 1987, she co-founded Jones & Dale, CPA's and grew this firm to be one of the largest in Oklahoma City. During this time, Dale discovered her passion in helping other business owners succeed. She sold her partnership interest in 1999. Dale has a real estate development company and previously has owned two meat processing plants and a restaurant.

Dale received her Bachelor of Arts in Accounting and Economics from Hendrix College in Conway, Arkansas. She is a certified public accountant in Oklahoma and Arkansas.

Interviews with any Executive Development Associates Executive can be scheduled through Alexis Hodges at ahodges@executivedevelopment.com (405)812-4224.