

Mark Shriner



Mark Shriner is an Executive Coach and Leadership Development Consultant with Executive Development Associates and based in Tokyo, Japan. Creating positive leadership change for executives and sales organizations is what Mark does best. Based on his 20+ years of executive experience, he combines proven processes with a combination of high energy, motivation, and drive that guarantees results.

Mark has an impressive track record of helping individual business leaders and companies to stretch, develop, grow and deliver. Based upon his executive leadership and coaching experience in Multinational Companies (MNCs) in the U.S., Europe, and Asia, Mark has a keen understanding of how to effectively work with and coach a broad spectrum of executives and organizations.

He is known for his ability to facilitate the creation and implementation of winning strategies for sales leaders and teams.

Professional Experience

Known for his energetic approach, Mark uses a laser like focus on goal achievement to challenge and energize the teams and leaders he coaches, to achieve positive sustainable growth.

Working in roles that include CEO, Managing Director, and Country Manager, Mark has led corporate turnarounds in various industries for both public and private companies. He has also served on the boards of several MNCs and non-profit organizations in Asia and the USA.

Mark is an Adjunct Professor at Temple University Japan where he teaches courses related to sales and personal motivation.

Based upon his experience, Mark believes that the foundation of success for any organization is the ability of its collective team members to perform at optimal levels. As such, Mark focuses on helping leaders to first identify opportunities for growth, and then to support the team to make the necessary behavioral changes to achieve that growth.

Mark specializes in working with executives who are working in multicultural and global environments in general management and sales & marketing roles. Based upon his over 20 years of senior leadership experience working with European, Asian, and USA MNCs across Asia and North America, Mark has a unique ability to help leaders to create a culture for leadership growth and to accelerate business development in the context of their unique local culture and organizations.

Mark takes a very “hands on” approach to coaching providing plenty of contact and support, all designed to keep leaders motivated, focused, and on track to deliver the targeted results they want to achieve.

Qualifications & Accreditations

Originally from Seattle (USA) Mark has spent most of his career working in executive roles across Asia. He graduated cum laude with a Bachelor of Arts and Sciences degree from Pennsylvania State University.

He has also earned a number of internationally recognized coaching accreditations:

- Marshall Goldsmith Stakeholder Centered Coaching
- Global Leader of the Future (GLOF)
- Management of Managers, University of Michigan
- Consultative Sales, Kevin Davis Selling Systems

Publications

Mark has authored two books on sales, created one course for sales managers, and one course for salespeople that are widely used in training for sales and marketing managers and their teams:

Books

- The Inside Game; How to Become a Top Performing Salesperson and Enjoy Every Step of the Way
- The Inside Game; Sales Basics

Courses

- Leading and Coaching High Performance Sales Teams (co-created with Marshall Goldsmith, Mark Shriner, and Will Linszen)
- The Super Simple Sales Process (created by Mark Shriner)

Recommendations

"Mark connects with leaders at several levels, switching on his energetic and passionate style across the span of an engagement. His high tempo approach, ability to facilitate goal setting, and drive towards achievement make him highly effective coaching both individuals and groups." Kush Mirchandani, Senior Vice President & GM, Brooks Automation

"Mark has the gift of being able to stand at the intersection of the analytical and the intuitive. He has a strong business intuition which guides him and comes through in all that he does. He impresses the rest of us consistently with his insights but also with the depth and strength of his thoughtfulness. However in addition to any business skills he is also just a fantastically balanced person who others naturally gravitate to and enjoy being with both in work and non-work settings." Richard Gustafson, Head of Apple Retail, Japan Market