

Christine Comaford

Bio

Bill Gates calls her “super high bandwidth.”

Bill Clinton has thanked her for “fostering American entrepreneurship.”

For more than 30 years Leadership and Culture Coach, Serial Entrepreneur, and New York Times bestselling author Christine Comaford has helped leaders navigate growth and change. Christine is sought after for providing proven strategies to shift executive behavior to create more positive outcomes, enroll and align teams in times of change, profoundly increase sales, product offerings, and company value.

Christine’s coaching, consulting, and strategies have created hundreds of billions of dollars in new revenue and company value for her clients. The potent neuroscience techniques she teaches are easy to learn and immediately applicable to help leaders see into their blind spots, expand their vision, and more effectively influence outcomes.

Here are some highlights:

- Christine was named one of the [Top 50 Human Behavior Experts to Follow](#) and one of the [Global Employee Engagement Influencers](#) her firm’s website was voted [Top 25 Leadership Web Sites in 2018](#)
- As an Entrepreneur, She has built and sold 5 of her own businesses with an average 700% return on investment
- She has served as a board director or in-the-trenches advisor to 36 startups, and has invested in over 200 startups (including Google)
- She has consulted to the White House (Clinton and Bush), 700 of the Fortune 1000, and over 300 small and medium-sized businesses
- She has repeatedly identified and championed key human capital trends and business-transforming technologies years before market acceptance, due in part to her work as a software engineer in the early days of Microsoft, Apple and Adobe
- Christine is a leadership columnist for www.Forbes.com and she lectures at Harvard Business School
- She has appeared on Good Morning America, CNN, CNBC, MSNBC, FOX Business Network, PBS, CNET and Stanford Graduate School of Business has done two case studies on her unconventional rise to success as a woman with neither a high school diploma nor college degree





- Her three bestselling business books are Wall Street Journal bestseller & USA Today bestseller *Power Your Tribe: Create Resilient Teams in Turbulent Times* and New York Times bestsellers *SmartTribes: How Teams Become Brilliant Together* and *Rules for Renegades*.

Christine believes we can do well and do good, using business as a path for personal development, wealth creation, and philanthropy.

Connect with Christine:

Join our tribe for free webinars and resources: www.SmartTribesInstitute.com/join
Christine's Podcast – [Cracking The Behavior Code: Create Peak Performance In 20 Minutes](#)
SmartTribes Twitter community: #SmartTribes
Twitter: @comaford [LinkedIn](#) [Facebook](#) [Wikipedia](#) Phone: 415-320-6580

CEOs, Boards and Investors count on Christine to help them:

- Increase accountability, communication, execution among team members resulting in profound revenue, profit, market position growth.
- Navigate rapid growth where internal priorities are frequently shifting and the team is challenged to quickly adapt and stretch.
- Resolve conflict or improve alignment of business partners, teams, board members.
- Improve the leadership and communication skills of C- and VP-level executives by helping them overcome their blind spots and challenging behaviors, and expand their vision.
- Execute a new business model or complete company turnaround with executive and cultural support.

As an Entrepreneur, Christine built and sold 5 of her own businesses with an average 700% return on investment, served as a board director or in-the-trenches advisor to 36 startups, and has invested in over 200 startups (including Google) as a venture capitalist or angel investor. Christine has consulted to the White House (Clinton and Bush), 700 of the Fortune 1000, and over 300 small businesses. She has helped over 50 of her clients to exit their businesses for up to \$425 million. Christine has repeatedly identified and championed key trends and technologies years before market acceptance.

Christine has been called to serve two U.S. Presidents in managing change. She worked with the Clinton Administration on developing and implementing the USA intranet strategy which ultimately enabled millions of Americans to access government services through the internet. Under the George W. Bush Administration, Christine helped to reinvent the Small Business Administration and passed a \$4 billion bill in Congress.

Christine has also led many unconventional lives, adding to her 360 Degree ability to understand business not as just a set of strategies, but also as a complex web of human interaction. She has been a: software engineer (at Microsoft, Apple, Adobe, Lotus), entrepreneur, and venture capitalist.



Notable accomplishments include:

- Provided on-air insights/commentary for the CNN/FORTUNE magazine TV special “The Top 25 Business Leaders”
- Included in The Computer History Museum’s photo exhibition (by Dr. Nancy Engel) of 60 movers and shakers in High Technology
- Consulted to BBC TV for “World’s Most Powerful” TV special and on recent behavior of world leaders across Europe and the USA
- Leader/Innovator/Visionary Award for Top Woman in Banking/Finance in the North Bay by North Bay Business Journal
- Named one of the Six Bold New VCs by Upside Magazine
- Named one of the Top New VCs by Red Herring Magazine
- Named one of the Top Five “Renegade” entrepreneurs by Success magazine
- Named one of the Top Women in Computing by Business Week
- Received numerous additional entrepreneurial awards and recognition from premier press and business schools including Fortune, Forbes, Wall Street Journal, Stanford, Harvard, Haas and Northwestern Universities.
- Christine’s first business book Rules for Renegades was a runaway best seller: #3 New York Times, #2 Wall Street Journal, #1USA Today, #1 for two full days on Amazon.com

Publications, Speeches, Business Plan Judging, Special Projects

- Published over 300 articles to date on business, software development, I.T. management for publications including assorted Ziff Davis magazines (PC Week, PC Magazine, Windows Sources), Forbes, Association for Computing Machinery (ACM), Harvard Business Review, IEEE Journal. #1 syndicated columnist on technology management issues and entrepreneurship from 1992-1997 (Ziff Davis publications). #1 finance and growth columnist for BusinessWeek Small Biz.
- Was a former top-ranked columnist for Inc. and Fast Company.
- Delivered over 400 speeches to date including, Harvard Business School, Kellogg Graduate School of Management, Stanford Graduate School of Business, UCB Haas School of Business, UCLA Anderson School of Business; CIO, I.T. management, and software developer conferences sponsored by Computer Associates, Microsoft, Intel, Oracle, Symantec, Information Builders, AT&T, Business Objects, Hyperion, the U.S. Government, FMI, GMA, CAMP, PriceWaterhouseCoopers and many more. Keynote speaker for Intel, Microsoft, Palm, Department of Defense, and many more. Has spoken in 14 countries on four continents.



- Quoted frequently as a respected industry speaker and pundit in The Wall Street Journal, Fortune, Forbes, USA Today, New York Times and other high-profile publications. Featured in cover stories for Fortune, Forbes, Upside, Wall Street Journal.
- Judged numerous entrepreneurial business plan contests for Stanford Graduate School of Business, UCB Haas School of Business, Northwestern, Harvard Business School
- Assisted the White House and National Performance Review in the formation of the U.S. Government's technology and intranet strategies (1996-1999)
- Passed a bill through Congress to increase the SBA's SBIC leverage by over \$4 billion. The bill was passed by Congress but vetoed by President Bush, who diverted the funds to the war in Iraq.

Non-Profit Interests

- Hospice patient volunteer since 1998
- Environmental Entrepreneurs donor
- Litquake advisory board member

Former Board of Director/Observer Roles

- ViewCentral, Motiva (NASDAQ: SEBL)
- Eletter, Taviz, Toolwire, DataMirror (NASDAQ: DMCX)
- PlanetU (NYSE: NWS), Corporate Computing (NYSE: CA)
- Kuvera Associates and more.
- Member of Advisory and Investment Committees for Novus Ventures
- Advisor to Volunteer Match
- Litquake
- Pie Digital
- Adgregate Networks
- Seesmart LED
- Access Mobility, and more.

Financial Management and Growth

- Led her startup Corporate Computing (acquired by Computer Associates, NYSE: CA) in building a customer base of 700 of the Fortune 1000 in three years
- Led her startup planet U (her shares acquired by News Corp, NYSE: NWS), to an increase in value seven-fold in the first 16 months
- Participated in two IPOs: DataMirror (NASDAQ: DMCX, as a Board Director for 4 years) and LBMS (formerly NASDAQ: LBMS, acquired by Computer Associates)
- Secured over \$2 billion in venture financing, IPOs, and acquisitions



- Has a personal track record of over 700% gains on the startups she founded, ran, and invested in

Media Appearances/Case Studies:

- Christine has appeared on Good Morning America, The Big Idea with Donny Deutsch, CNN, CNBC, MSNBC, FOX Business Network, PBS, CNET and is frequently quoted in the business, technology and general press at large.
- Stanford Graduate School of Business has done two case studies on Christine's entrepreneurial successes and uncanny ability to grow companies.
- PBS has featured her in three specials (Triumph of the Nerds, Nerds 2.0.1, and Nerd TV).
- CNET has broadcast two specials covering her unconventional rise to success as a woman with neither a high school diploma nor college degree.