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Mark W. Kiefaber



Mark W. Kiefaber, co founder of Focus Leadership, brings more than 30 years of experience in leadership development and executive coaching, with particular expertise in helping leaders become more self-aware, emotionally intelligent, and better able to handle the paradoxes of disruptive change. Mr. Kiefaber has served on the adjunct faculty of Columbia University's High Impact Leadership Program for nearly 30 years, and has also taught with the Wharton Business School and in Mercer's leadership development programs.

Prior to forming Focus Leadership, Mark worked with W. Warner Burke Associates and the Center for Creative Leadership. He also has management experience, both as a Marketing Manager and Senior Management Consultant with Citicorp. His client work has spanned major companies in more than a dozen industries, including Novartis, Merck, Bank of America, Dell, British Airways, Ford Motor Co., NASA, Royal Caribbean, Proctor and Gamble, Florida Power and Light, New York Life, Shell Canada, Pepsi, and the Japanese Management Association.

Mr. Kiefaber is a master practitioner of the most popular personality assessments, and developer of two: the Kiefaber Paradigm Preference Indicator (KP2) and, together with Ginny Whitelaw, the FEBI® (Focus Energy Balance Indicator), which measures personality in terms of four fundamental patterns that link body, mind and behavior.

Mr. Kiefaber was the co-author of *Parent Burnout* (Doubleday), a successful book on stress management. He has also appeared as an expert guest on many national television programs including CNN, NBC's "Today Show" and ABC's "Good Morning America." He graduated from Loyola College in Maryland with both B.A. and M.A. degrees in Clinical Psychology.