

KENNETH S. PERLMAN

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Ken Perlman has 25 years of experience working with Fortune 100 companies leading global transformations, organizational design, talent and leadership development, and new technology adoption programs. Coach and consultant to leaders at all levels of organizations, from the C-suite to front-lines. Focus on clear leadership, broad ownership, aligned individual and team goals to achieve strategic line-of-sight and exceptional results. Professor Perlman teaches and consults on organizational performance, leadership, organization design, culture, and change leadership. He brings a combination of academic research, practical application, and outside expert guest lecturers to each class.

EDUCATION

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| MBA | University of Southern California Management & Organization, Finance Quon Award for Outstanding Contribution to University and Community Service. Fellowship Teaching Assistant for Business Strategy class. | 1995 |
| BA | Claremont McKenna College Organizations & Leadership, Psychology and Government Dual Major Research Assistant at the Kravis Leadership Laboratory Dean's List Men's Volleyball Team | 1991 |

PROFESSIONAL EXPERIENCE

CultureSync. Managing Director, Los Angeles, CA 2016-Present
CultureSync combines Consulting, Education, Research, and Coaching to enable clients to upgrade their cultures, align their talent capabilities, and synchronize their organization to deliver real results on their most important strategic priorities.

- Leading a Fortune 500 company's 40-year old manufacturing site shutdown. Results were record-setting performance on core metrics (service, quality, safety, cash) and 96% of 375 employees reporting "successful outcomes" (e.g., moved with firm, better local jobs, retirement) and that they were treated with respect.
- Enabling an 1,800-person healthcare organization to transition from functional hierarchy to a matrix, requiring new leadership capabilities at all levels, and new skills in conflict resolution, goal alignment, and change leadership. Results are smooth succession to new leaders (where needed) and continued performance improvement during the transition.
- Working with a 25-year old high-tech ISP/hosting firm to increase organizational maturity, outcome performance management, and data-driven decision-making for improved financial

performance. Services include leadership development, org. design, performance management, talent, culture, and accountability.

- Facilitating an effort within a 100-year-old privately held real estate company to improve time-to-cash to increase revenue by improving responsiveness. By decreasing time between lease close and store open, thereby increase revenue by tens-of-thousands of dollars per day.

Kotter International. Engagement Leader. Los Angeles, CA 2010-2016

A start-up consulting firm founded on Harvard Professor John Kotter's 30+ years of leadership with the mission to guide, educate and inspire people to become better leaders, successfully transform their organizations, and build a better world for generations to come.

- Created and coached a global supply chain innovation team that implemented 1,400 improvements leading to \$134 million in savings in two years and winning ML Top 100 Global Value Chain Award, runner-up for UK Manufacturer of the Year, and outlier scores in Mercer's employee engagement survey.
- Accelerated a global IT transformation program at a Fortune 100 High Tech firm with an 'insourced' global network of 200+ volunteers who generated 125 wins such as an all-volunteer partnership with Go-To-Market leading to \$6 million in new sales, utilized in-house tech to automate tasks saving 65,000+ hours.
- Clients: COTY, NetApp, The Carlyle Group, Kaiser Permanente, Chubb USA.

Ingram Micro. Senior Director. Los Angeles, CA 2007-2010

A Fortune 100 technology company with \$40B in annual revenue undergoing a 5-year, \$400+ million global technology and process transformation program

- Served as one of the four executive leaders with a team of 150+ consisting of internal resources, Accenture, CapGemini and SAP consultants with responsibility for Change Leadership, Learning, Communications, To-Be Organization Design, HR Strategy.
- Successfully led 6-month pilot implementation in Singapore, accountable for site readiness, data conversion, user acceptance testing, training, workforce transition, and operational stabilization of Finance, Sales, Procurement, and Supply Chain Management (SAP modules: MM, SD, FIN, SCM).
- Coordinated targeted reduction-in-force, performance-improvement programs, and expat/mobility programs with CHRO, HR generalists and legal.

Deloitte Consulting. Senior Manager. Los Angeles, CA 1995-2007

Deloitte rank among the nation's leading professional services firms providing services in more than 20 industries and employing over 70,000 professionals in 97 cities around the world.

Known as an employer of choice for innovative human resources programs, Deloitte is dedicated to helping clients and people excel.

- Consulted to C-suite executives on organization, culture, and leadership issues and needs.
- Selected to Leadership Forum for top Senior Managers in the firm.
- Developed Change Leadership methodology and integrated with offerings such as M&A, ERP/SAP, Business Process Outsourcing and Lean/6-Sigma.
- Created Partner Talent Mgt. Program aligning recruiting and retention with market needs.
- Clients: Levi Strauss & Company, Warner Bros., Nestlé, Kaiser Permanente, SCJohnson, eBay, Southern California Edison, Edison International, Convergys.

TEACHING EXPERIENCE

University of Southern California, Los Angeles 2016 to Present
Adjunct Professor, Management & Organization – Marshall School of Business

- Teaches MOR555 – *Designing High Performing Organizations*. Class focuses on organization design, team dynamics, leadership skill development, cultural alignment. Class size is typically 55 students. Class is a blend of recent business cases, professional experience, practical tools and techniques, and guest lectures from consulting and industry. Professor rating of 4.9 out of 5.

University of Southern California, Los Angeles 2000 to 2016
Guest Lecturer, Management & Organization – Marshall School of Business

- Guest Lecture in Designing High Performing Organizations, Consulting, and Human Resources Management courses.

PUBLICATIONS

Harvard Business Review. *How Coty Reinvigorated Its Supply Chain*. May 2016.

Warren Bennis Leadership Excellence. *Lego Leadership Lessons*. Dec. 2013.

TD Magazine. *Engage the Unengaged*. May 2013.

Workspan Magazine. *Why HR Needs to Care About Crowdsourcing*. Dec. 2012.

Forbes. *How to Lead After Layoffs: Learning from Microsoft*. Sept. 22, 2014.

Forbes. *May the Millennial Force Be with You*. Sept. 11, 2014.

Forbes. *Trust, Respect and The Executive's Dilemma*. July 8, 2014.

Forbes. *Leadership Lessons from Dancing With The Stars*. May 21, 2014.

Forbes. *The Leadership Dilemma as Parody*. May 2, 2014.

Forbes. *How to Run the Best Virtual Meeting Ever*. March 19, 2014.

Forbes. *2013: A Whole Lot of Rough And A Few Diamonds*. Dec. 30, 2013.

Forbes. *Innovation: It's Not the Idea, It's What You Do With It*. Nov. 22, 2013.

Forbes. *Jedi Leadership: The Value of Lessons Learned vs. Lessons Taught*. Oct. 25, 2013.

Forbes. *Leadership Lessons From LEGO*. Sept. 24, 2013.

Forbes. *What Makes Ordinary People Step Up to Do Extraordinary Things?* Sept. 13, 2013.

Forbes. *4 Questions to Identify Your Innovation Killers.* June 17, 2013.

Forbes. *How CEOs Can Free Up Hours of Labor in An Instant.* May 22, 2013.

Forbes. *You're Not Going to Win in That Model T You're Driving.* May 15, 2013.

Forbes. *Pro vs. Con: What's the Opposite of 'Progress'?* May 3, 2013.

Forbes. *It's the End of an Era - Enter the Knowledgeable Networker.* Feb. 13, 2013.

Forbes. *The Often Overlooked but Invaluable Benefits of Mentorship.* Jan. 30, 2013.

Forbes. *7 Tips to Get That Project Moving, Today (Get Up Offa That Thing).* Jan. 22, 2013.

Forbes. *Slackers and Whiners: They're Actually Your Biggest Asset.* Dec. 20, 2012.

Forbes. *The Disastrous Effects of a 'Mostly Aligned' Executive Team.* Nov. 28, 2012.

Forbes. *How to Retain the Heroes Within Your Workforce.* Nov. 2, 2012.

Forbes. *Ferris Bueller's Keys to Success in Business.* Aug. 1, 2012.

Forbes. *How Do Great Leaders Weather a Perfect Storm?* April 18, 2012.

Forbes. *The 'Links' Between Golf and Leadership.* April 11, 2012.

Forbes. *In Football, Which Position Is Responsible for Recovering a Fumble?* Nov. 8, 2011.

Forbes. *A New Way Forward: The Better Way to Accelerate Change.* Oct. 12, 2011.

Forbes. *Why Does Change Fatigue Happen?* Sept. 27, 2011.

Forbes. *Change Fatigue: Taking Its Toll on Your Employees?* Sept. 15, 2011.

Switch-and-Shift. *7 Strategies for Successfully Leading During Personal Crisis.* May 2015.

Switch-and-Shift. *What Leaders Can Learn from Robin Williams.* Aug. 2014.

Switch-and-Shift. *The Business Value of Mythbuster Employees.* July 2014.

Switch-and-Shift. *Leading After a Layoff.* April 8, 2014.