



J E N I F E R B E A U D E A N - W H I T E

Jenifer Beaudean-White is a consultant and executive coach with over twenty years of marketing, communications and coaching experience.

A 1991 West Point graduate, Jenny began her career at Fort Hood, Texas in the US Army Corps of Engineers, where one of her first projects was to lead her platoon in building an aircraft hangar to house Apache helicopters. When Jenny made the move to business in the years that followed, she took her leadership skills to PMH Caramanning, a marketing agency in Michigan, where she managed a portfolio of business that included clients like Volkswagen of America, Novartis, John Deere and General Motors.

In 1998, Jenny was accepted into the MBA program at the University of Michigan. With her graduate work completed, Jenny returned to the corporate sector at Octagon, a sports marketing company that is part of the Interpublic Group. There she managed the team's portfolio of business with Pfizer. This effort included the management of the Viagra sponsorship of Major League Baseball and the Celebrex sponsorship of PGA Tour golf.

She was soon after hired by Boehringer Ingelheim Pharmaceuticals, Inc. (BI) and enjoyed a career at BI that spanned nearly twelve years in marketing and communications, included numerous roles and an 18-month assignment in Ingelheim, Germany. In 2014, she was selected for the "Resetting the Baseline" team, an effort focused on changing company social norms toward better stewardship of organizational resources, and for which the team won Presidents Award.

In September of 2015, Jenny left BI to start her own consulting and coaching practice. Jenny's most recent project involved devising communications strategy and tactics for the Vetmedica "swap" with Sanofi, and the two associated divestitures. In addition, she coached both individuals and small teams throughout the process. As a coach, Jenny concentrates in particular on leader and team change management, building engagement during times of change, individual transitions, communication, and skill evolution for leaders in new roles.

"With the reality that transformation and ambiguity are constant, leaders must carefully plan their approach to change – not allowing a reactive response to unfold, but instead ensuring that resiliency and agility are a conscious part of a proactive team approach."

Jenny is a two-time Boehringer Ingelheim Presidents Award recipient. She holds an MBA in Marketing and Corporate Strategy from University of Michigan Business School and a Bachelor of Science in Political Science from the United States Military Academy at West Point. Jenny earned her Leadership Coaching certification at Columbia University. Jenny is the author of *Whatever the Cost: One Woman's Battle to Find Peace with Her Body*, published in March 2011.