

# John Futterknecht

President and Co-Founder

Optimum Associates co-founder, John Futterknecht, is a seasoned and experienced executive coach and trainer. Throughout his 17 year career, John has helped senior executives around the globe navigate challenging situations to enhance organizational impact and career potential.

In 1998, John began working with Dr. Marty Seldman, giving him the exceptional opportunity to learn first-hand from one of the industry's foremost executive coaches. He quickly excelled and began travelling the globe, training and developing leaders at some of the world's largest companies.

In 2007, John and Marty co-founded Optimum Associates, with a focus on leveraging their combined experiences to help organizations maximize team effectiveness and individual performance. Since then, John has made a name for himself as one of the industry's more versatile and respected executive coaches. He is committed to teaching practical, sustainable, and proven skills which result in positive behavioural changes for the real-world.

In addition to coaching and training, John's work includes guest lectures at Columbia University in New York, Florida International University, the Brookings Institute, and others.

John is also a co-author of *Customer Tells* (Kaplan Publishing 2007), which focuses on how to deliver exceptional customer service.

John has earned a MEd in Adult Education and Training at Colorado State University and a BA in Psychology at Florida International University. Moreover, John has completed certifications with Hogan Leadership Suite, the Extraordinary Leader 360, and Social Styles Inventory.

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[www.optimumassociates.com](http://www.optimumassociates.com)

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## Quick Facts

- Co-Founded Optimum with Dr. Marty Seldman
- Has over 300 one-on-one coaching assignments
- Has trained thousands of executives around the globe
- Co-Authored the book "Customer Tells"

## Areas of Expertise

- Executive Coaching
- Leadership Development
- Emotional Intelligence
- Team Building
- Talent Management
- Organizational Savvy
- Executive Stamina
- Optimizing the Matrix

## Partial Client List

- PepsiCo
- Disney
- DirecTV
- General Mills
- Microsoft
- Morgan Stanley
- Deutsche Bank
- Barclays