

Dr. Marty Seldman

Chairman and Co-Founder

Dr. Marty Seldman is a corporate trainer, executive coach, and organizational psychologist. He received a B.A. in mathematics from Cornell University and completed his Ph.D. in clinical psychology at Temple University.

From 1972 to 1986, Marty specialized in the field of training. This experience included training trainers, designing training programs, and serving as VP of Sales for a training company.

In 1986 he began his career as an executive coach and has become the coach of choice for many Fortune 500 companies. Marty has trained tens of thousands of executives around the globe through his seminars and coached over 1800 executives one-on-one. Approximately half of the executives Marty has coached are women, people of color, or non-U.S. executives.

“Marty is a terrific coach and counsellor. He has unique insight into both organizational dynamics and individual style. He understands the core of how to build effective leadership with integrity and passion.”

Michael D. White
CEO, DirecTV

Marty has written several books, including *Survival of the Savvy* (Free Press, 2004) which was a Wall Street Journal Best Seller; *Super Selling Through Self-Talk* (Price Stern Sloan, Inc., 1986); and *Customer Tells* (Kaplan Publishing 2007), which is co-authored with John Futterknecht and Ben Sorensen.

In addition to Marty’s corporate work, he is active in the non-profit sector as a coach and consultant. He also serves on the boards of four organizations that work in the areas of human rights and poverty alleviation.

www.optimumassociates.com



Quick Facts

- Ph.D. in Clinical Psychology
- Over 30 years’ experience as an executive coach
- Over 1800 individual one-on-one coaching assignments
- Written several books, including a Wall Street Journal Best Seller

Areas of Expertise

- Executive Coaching
- Customer Service
- Collaboration
- Conflict Resolution
- Feedback Systems
- Building Trust
- Sales Effectiveness

Partial Client List

- PepsiCo
- Disney
- Qualcomm
- Frito-Lay
- Sun Trust Bank
- Becton Dickinson
- MGM-Mirage
- Satyam