



Organizational Architect

CATHY CASERZA-LIGHT

Headquarters:
Northern California

Academics:

- B.S., Business Administration, San Jose State University, CA
- M.S., HR & Organizational Development, University of San Francisco, CA

Certifications:

- Checkpoint, Leadership 360™, Profiles International
- CHI™, Cultural Health Indicator, EMERGE International
- Pending Certification, Certified Management Consultant (CMC) Institute of Management Consultants,

Proprietary Programs Developed:

- AssistCEO™ Customized program designed to improve business performance & leadership effectiveness for senior executives
- SPER™, Qualitative Program around Strategy, People, Execution, & Results
- MTAA™, Management Team Alignment Assessment
- Leadership Isn't Optional™, Comprehensive 360 Implementation and Development Program
- Business Builders' Leadership Competency Model™
- Customized, Leadership Effectiveness Program for Mid to Fortune 500 Companies
- H2H Coaching™ for People Effectiveness

Pending Book:

- Head 2 Heart Leadership – How to Lead with Heart



*Member
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Experience Matters.

In 1998, Ms. Caserza-Light left corporate America and founded Business Builders, LLC, a privately owned management advisory company which specializes in creating the right strategy, structure and processes for companies to achieve growth successfully. The acceleration of her company has led to the expansion of new services such as leading web-based planning and performance systems, management 360 competency and executive coaching, human capital assessments, and an e-commerce training and development site. Cathy's passion for commercialization has led her to start two other Silicon Valley ventures – Assessment Leaders in 2003 and newly launched HR Leaders this year.

Cathy is regarded as a successful entrepreneur and marketing executive with global experience in a cross-section of markets and industries. She is a nationally recognized speaker engaging and motivating her audiences on such topics as 21st Century Leadership, Creating a Culture of Excellence, Using Assessments to Improve Organizational Performance, Building High Performance Teams and Creating Stakeholder Value in Your Organization.

Results Achieved.

- Prior to founding Business Builders, Cathy was Vice President and General Manager of Sunrise Technologies, Inc., a publicly traded developer and manufacturer of lasers and related products and services for ophthalmic and dental applications. In 1995, Cathy was recruited to help the struggling dental division to reposition the business and product lines. Within two years, she achieved a 38% sales growth; streamlined operations, established disciplined budget controls, reorganized distribution channels, and repositioned the product lines in the North American, Asian, and European markets. Cathy's leadership turned the division around, setting it on a course of profitability and increased shareholder value. Subsequently, she assisted the CEO in successfully selling the division to fund the company's core medical business.
- Cathy also worked for Fuji Optical Systems Ltd., a subsidiary of Fuji Film for a period spanning 10 years. As a senior Sales and Marketing Executive, she was instrumental in developing a new division for Fuji that revolutionized the dental industry for years to come. By utilizing Fuji's leading, high-resolution imaging technology, the first video dental camera shaped like a mouth mirror was developed, leading to become a \$100M market within five years. Today, video cameras can be found in over 70% of all dental offices in the country. During her tenure with Fuji, Cathy was actively involved with the American Dental Association as a member of the Safety and Effectiveness Committee. The Committee, in cooperation with the FDA, established guidelines for new, minimally invasive technologies. Cathy was thrilled to have embarked on a remarkable journey, which ultimately transformed the dental industry by providing patients' with a more enjoyable, less painful, dental visit. While her focus was building the dental business, Cathy was also actively involved with clinical research and testing in the medical arena i.e., OR, cardiology, gastroenterology, laparoscopy, orthopedic, and arthroscopy.

Client Partnering Message from Cathy

My style is results-oriented and supportive to each client's unique needs. Open, honest communications is at the heart of all my client engagements. My straightforward approach to helping clients set "realistic" and "achievable" change initiatives has been a key component to their achieving improved organizational performance. I like to quickly establish relationships at all levels within in organization to truly get at the core issues. Equally as important to me as my clients {who always seem to stretch my capabilities}, I have earned the respect of my colleagues worldwide who graciously recommend my services.



www.AssessmentLeaders.com



www.BusinessBuilders.bz/



www.hrleaders.com/