



Gifford Booth, CEO

Co-founder and Partner, with TAI since 1981

Gifford has spent the past 30 years guiding business leaders in communication, leadership and personal effectiveness. Many of his engagements in the United States and Europe have focused on changing culture and creating effective teams in both large organizations and complex family businesses. His client engagements include:

- ThyssenKrupp Academy (“*Performing in a Public Environment*”) in collaboration with Lord Alan Watson of Richmond, the Chairman of The Corporate Television Network, London. Ongoing since 2009.
- Pearson Clinical’s CEO and executive leadership team. Ongoing individual and group support since 2008.
- CEO and senior executive team, Harcourt Assessments, co-led major turnaround and culture change project with intensive individual and group mentoring. Year-long project resulted in dramatic improvement in financial and management performance of HA prior to acquisition by Pearson in late 2007.
- Hoare and Co, UK’s oldest family-owned private bank, led two-year intervention to create functional 11th-generation executive team, involving ongoing mentoring, coaching and management strategy support.
- Numerous senior partners of The Boston Consulting Group, personal development mentoring and speaker development coaching.
- UBS Wealth Management International, co-led BU Americas senior management team, team development program with workshops conducted concurrently on two continents.

Gifford created one of TAI’s most successful international programs, the *Communicating with Power and Presence* workshop. Gifford was invested as a knight in the Order of St. George of Great Britain and Northern Ireland in May of 2017.