

BETSY LEATHERMAN

PRESIDENT

**FULL CIRCLE GROUP
& THE LEADERSHIP CIRCLE**



Betsy brings deep passion and high energy to helping Full Circle Group's clients develop their leadership strength and connect with their customers and communities in ways they had not previously thought possible. In her role as President of FCG, Betsy derives great pleasure from hearing what our customers have to say, and translating that into meaningful recommendations and action. She is a driving force behind helping our clients become market leaders by developing their executives to be able to make courageous choices and decisions that inspire and engage the members of the organizations they lead.

Betsy began her career at AON Corporation, where she helped numerous clients, including several Fortune 500 companies, change their business or brand strategy with full employee engagement and participation. This experience validated Betsy's belief that it is paramount to listen to all organizational members, at every level, to identify and solve problems. Betsy later worked as a Practice Leader for the Executive Strategy Consulting Practice of Carlson Marketing Group. There, she oversaw research, program and event design, and employee and consumer engagement for the clients she served. As her career progressed, Betsy was the SVP of Sales and Marketing at Chicago-based Summit Marketing. This experienced prepared her to co-found RAZR Marketing in 2006, where she served as VP of Marketing and Business Development.

Today, Betsy combines her deep learning and understanding of consumers, markets, and leaders to advance the goals and objectives of our organization to reach and develop leaders around the globe with the purpose of helping them achieve superior business results through leadership effectiveness.

Betsy graduated summa cum laude in Behavioral Neuroscience and Psychology from the University of Minnesota. She makes her home in beautiful Minneapolis, Minnesota, with her husband of fifteen years and two amazing children. She finds that fulfilling her family roles helps her achieve her professional goals by allowing her to do better strategy work and have more clarity in thinking. She is also an avid proponent of living a healthy lifestyle, and finds great peace in nature and balance in practicing yoga.