

Richard F. McBride
Coach Profile

Rich McBride is an Executive Coach and Business Consultant with both extensive business experience as a senior leader and executive, and extensive coaching credentials working with a broad portfolio of executives and emerging leaders.

Rich's coaching style reflects, and draws on, his many years in business as manager, mentor, and respected leader. It is also informed by the years he has been coaching and supporting those facing the challenges of leadership. His experience is complemented by his strong intuition and his problem solving skills, his compassion for and wisdom about people in roles of responsibility, his belief that every individual is unique, and his creative flexibility adapting an approach that is optimal for each client. His work is informed by an innate intellectual curiosity, a broad range of interests, an ever-present desire for learning, and through thoughtful fact-finding inquiry. Rich believes learning must be perpetual. He attended the esteemed Hudson Institute of Coaching and is certified by this top-ranked coach education program, an intense year-long immersion in adult learning theory and practicums. As a result, Rich came to this work equipped with the right instincts, life experience, business credentials, educational foundation, emotional intelligence, and talent, required to be a skilled senior coach and accountability partner for his clients.

He brings a passion for coaching, and a history of developing talent. He possesses a seasoned capability for working with executive leadership, management teams, emerging leadership talent, managers with newly increased responsibility, and those individuals looking to maximize their talents and opportunities. With his operating background in privately owned firms, Rich is especially equipped to work with partnership situations. With his experience in large publicly owned corporations, Rich is skilled at coaching and navigating in complex, matrixed organizations. He relishes the fact that his clients include executives in a diverse universe of industries and companies. Rich appreciates the challenges faced at all levels of an organization, and in all functions and disciplines. He is comfortable working at different levels and with all functions and roles.

Successful executive coaches work with many highly intelligent 'left-brain' leaders... analytical, logical, rational, decisive. In addition, Rich has had the unique coaching experience of working with a sizable group of creative, intuitive, and more subjective 'right-brain' clients, most of whom are graduates of excellent art schools, though without formal business training. He has enjoyed the good fortune of working with a significant number of these talented 'creatives', helping them become better leaders and business people, balancing their aesthetic sensibilities and creative instincts with the needs of the business, while also learning to influence their colleagues to appreciate the perspective and unique lens they bring to their work. Rich greatly appreciates his unique engagements with this niche population, an experience most coaches never have. All of Rich's clients benefit from his diverse client experience, as he delights in expanding their appreciation for employing all dimensions of their talented minds.

Rich's approach to coaching is flexible, adaptive and collaborative. With a commitment to servant leadership and 'leading from behind', he believes that the targeted development goals and outcomes should be client driven. He also believes that the role of a coach is to help identify the most important areas of focus, and then to support, challenge, and partner with the client in achieving these goals. Rich is always mindful of the organization's goals, in addition to his client's individual goals, combining a focused appreciation for his client's strengths with a purposeful attention to their development needs, while respecting their individuality and their personal uniqueness.

During his career as a senior executive in financial services, in lines roles and then as Chief Operating Officer and Chief Administrative Officer, Rich managed teams and individuals requiring distinct functional expertise and leadership ability. As the Chief Operating Officer and Operating Partner of Avatar Associates, a buy-side asset management firm, Rich had deep opportunity to employ his skills as a manager and a developer of talent. As a Senior Partner and key member of the firm's leadership team, his role meant overseeing a disparate group of professional functions. He was responsible for all financial, risk management, technology, operations, legal, compliance and human resource functions of the firm, and Rich's experience provided him with first-hand expertise in operating a business. It brought him an understanding of the role of each of the various functional groups and an appreciation for the importance of the relationships between leaders of these operating groups and, importantly, across the firm. Coaching often involves helping leaders understand and develop these skills.

Earlier in his career, at the United States Trust Company of New York, Rich held increasingly responsible management positions in the Trust and Investment Division, starting with the trading room environment and eventually overseeing the development of all investment and quantitative technology applications used by all investment professionals and clients. Albeit at the time much junior in years to other members, he was the key cross-function liaison for this critically important division, and held a seat on the senior level technology resource allocation committee.

Common to all of these roles has been the need to lead, influence, collaborate, execute and deliver by enabling and motivating others to succeed, as individuals and as high performing team members. Developing talent became his real passion and purpose, and where Rich's skills and interest lie. Coaching has provided Rich the meaningful forum to pursue his interest and capability in supporting the professional development of executives committed to their professional and personal growth.

Rich believes in applying data and the use of feedback to accelerate his client's self-awareness and learning. When a feedback process is employed, Rich is thoughtful, objective, creative, and courageous while soliciting, providing, and reviewing the feedback content. He is particularly effective at sorting it through, digging deeply for meaning and messages, summarizing themes, and then communicating the implications. He often employs an interactive method of examining the data with his client, engaging his client in conversation about the feedback, engendering a deeper understanding by his client. This interactive approach provides opportunity for mutual discovery of new perspectives in a non-threatening way. Rich delivers difficult messages when necessary, and does so with tact and sensitivity, always in the client's best interest. Rich becomes a real and trusted partner with his clients as they select areas for focus and future action, and commit to growth and change.

Rich is a Certified Professional Coach, and a Myers Briggs Type Indicator Qualified Practitioner. He is a member of the International Coach Federation, The Society for Human Resource Management, the Association for Psychological Type, and the NYAPT and NY-ICF. Rich has been an active member of the Securities Industry Association, the Investment Counsel Association of America, the Investment Company Institute, the Institute for Private Investors, the Society for Quantitative Analysts, and the National Society of Compliance Professionals.

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- Clean & Clear
- Elizabeth Arden
- Laura Mercier
- Neutrogena
- Neutrogena Cosmetics
- ROC

Consulting

- Accenture
- Ernst & Young
- Move Date
- TPI

Consumer & Luxury

- Chanel
- Cole Haahn
- Levi Strauss & Co.
- The Limited
- The Jones Group Inc.

Cultural Institutions

- The Museum of Arts and Design, NYC
- The Museum of Modern Art, NYC
- The Peabody Institute of The Johns Hopkins University

Financial Services

- Capital One
- Clarfeld Financial Advisors
- Kepler Capital Markets, Inc.
- Landsbanki
- Majestic Research
- Pine Brook Road Partners
- Root Markets
- Union Bank Privée

Global Payment Services

- MasterCard Worldwide

Technology and Information Services

- Fiserv

Government

- NASA
- NYPL

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- McNeil Consumer Products
- McNeil Pharmaceuticals
- Neuromonics
- OraPharma
- Pfizer, Inc.
- Pharmaceutical Production, Belgium
- Pharmaceutical Research Division
- Therakos
- Tibotec
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- Ortho Clinical Devices
- Ortho Clinical Diagnostics

Not-for-Profit

- Career Gear

Physical Education Equipment

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- Senior Finance Team, Intellectual Property
- Global Consumer Operations Leadership Team
- Global Healthcare R&D Leadership Team
- Global Package Strategic Design & Engineering Leadership Team
- Luxury Boutique Leadership Team