

# Insight on Coaching – Guest Bio

*Eddie Erlandson, MD. Senior Vice President, Worth Ethic Corporation*

## Introduction

WorthEthic is based in Austin, Texas. Eddie is Senior Vice President and Senior Executive consultant at WorthEthic, based in Austin, Texas. WorthEthic specializes in coaching senior executives and executive team to achieve even greater sustainable Impact in their companies and communities. Based on the HBR article, *Coaching the Alpha Male* and the newly released book, the Alpha Male Syndrome, Eddie and his partner and spouse Kate have developed a unique interest and skill in the Alpha Leader.

## Experience

- Best Doctors in America
- Coaches senior executives for Boston Red Sox, The Gap, Eaton Corporation, FDIC, Department of Defense, Dell and recently at Ebay.
- Eddie is a popular keynote speaker on topics of Executive Effectiveness and the Biology of Leadership.

## Education

- MD University of Michigan
- Fellow American College of Surgeons

## Professional Affiliations, Publications and Recognition

- Numerous publications in scientific journals as well as leadership, business and coaching publications.
- Co-authored 2 books with Kate Ludeman: Radical Change, Radical Results and Alpha Male Syndrome (Harvard Business School Press)
- Eddie has completed over 50 marathons, numerous triathlons, and multiple one hundred mile runs.