



Coach Mel

Executive Coach | Leadership Facilitator | Keynote Speaker

Leadership Forged in Boardrooms and Battlefields



Who I Am as a Leader

Leadership Forged in Boardrooms and Battlefields

- West Point-trained, Army Ranger-led discipline guiding modern leadership.
- Three decades leading global teams across Fortune 500 organizations.
- CEO and President with \$5B+ P&L responsibility across four continents.
- Trusted advisor to senior executives navigating complexity and transition.
- Coaching rooted in clarity, courage, truth, and measurable transformation.



YOU ARE MY MISSION!™

I coach with purpose, presence, and principle —
because leadership is personal.

Coach Mel



Leadership Credentials

A Proven Record of Military Discipline, Executive Leadership, and Global Impact

- Top 5% Global Executive Coach (ICF PCC) and trusted advisor to Fortune 500 leaders.
- West Point Honors graduate; U.S. Army Ranger, Airborne, and combat veteran.
- 30+ years leading global teams at PepsiCo, Staples, Newell Brands, Dell Technologies, and Brinks.
- CEO, President, and Managing Director with \$5B+ P&L responsibility across four continents.
- Corporate board positions: V2X (NYSE: VVX), Coinstar, and Team RWB (Veteran Health).
- Deep cross industry expertise spanning technology, finance, healthcare, government, logistics and retail.



LinkedIn Presence

A Trusted Leadership Voice Followed by 20,500+ Professionals

- 20,950 Followers
- 500+ Connections
- Daily leadership insights reaching global executives
- Engagement from C-Suite, military leaders, and high-potential talent

Call to Action

Follow on LinkedIn for leadership clarity and executive insights.





Publications & Awards

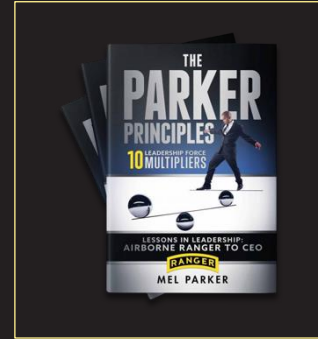
1. Best-selling author of The Parker Principles: 10 Leadership Force Multipliers

2. Named Top 20 Coaches in Austin (#6)

3. Featured in Black Enterprise and Vetrepreneur Magazine

4. Recognized as one of the Top 100 Most Influential Blacks in Corporate America

5. Earned LinkedIn's Top Leadership Voice and Top Executive Coaching Voice recognition





The Parker Principles — A Field-Tested Framework for Transformational Leadership

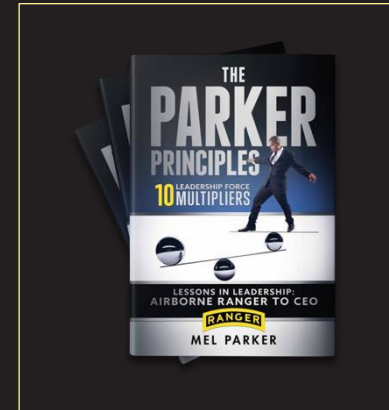
From Airborne Ranger to CEO: Leadership Forged in Discipline, Purpose, and Impact

The Parker Principles is a battle-tested leadership framework developed over three decades of military and corporate experience. It delivers clear, actionable guidance for leaders at every level - from emerging talent to seasoned executives navigating complexity.

Lead with Courage - Dare to fail and act with conviction.

Build Trust Through Authenticity - Strengthen teams through transparency and consistency.

Master the Art of Listening - Lead with presence, clarity, and disciplined attention.



“The concepts and thought processes in this framework exceed any leadership book I’ve read before.”

- CBRE Executive Leader



CERTIFICATIONS & PROFESSIONAL AFFILIATIONS

Trusted Expertise Backed by Global Standards

Certifications

- ICF- PCC (Professional Certified Coach)
- IPEC - CPC (Certified Professional Coach)
- IPEC - MP-ELI (Master Practitioner)
- National Speakers Association - Professional

Professional Affiliations

- NACD - Public Board Director
- Executive Leadership Council
- National Black MBA Association
- National Society of Black Engineers
- Team RWB (Veterans)

Executive Education

- CKGSB - Shanghai
- SKOLKOVO - Moscow
- India School of Business - Hyderabad
- BS, Computer Science/Electrical Engineering - West Point



THE EXECUTIVE COACHING PROCESS

A Proven, Principle-Driven Path to Transformational Leadership



WHAT EXECUTIVE COACHING UNLOCKS IN HIGH-PERFORMING LEADERS

Executive Coaching Builds

Next-Gen Leadership Mastery:

Emotional intelligence, resilience, adaptability, and sustainable performance

Independent Feedback & Candid Perspective:

Safe, confidential insights that go beyond internal filters and reveal truth

A Strategic Sounding Board:

Challenge ideas, stress-test decisions, and accelerate innovative thinking.

Courageous Space for Growth:

Navigate fear, setbacks, and blind spots without judgment

Executive Presence:

Develop gravitas, self-awareness and clear, concise, influential communication

Executive Coaching Enables Leaders To

Optimize how they're perceived internally and externally.

Discover their authentic voice and signature leadership style.

Recognize and rewrite outdated assumptions about others.

Replace reactive patterns with intentional responses.

Build trust by leading with transparency and empathy

Amplify influence, inspire teams, and break through performance barriers



THE OPTIMUM EXECUTIVE COACH

Corporate Experience

Real-World Wisdom at the Highest Level

Experience navigating pressure, politics, and organizational complexity

Proven success in senior leadership roles



Chemistry

The Trust Multiplier

Mutual respect and deep connection

Predicts engagement success better than any other factor

Transformational Impact

Achieved only when
all four are present.

Confidentiality

The Sacred Trust

Unshakable trust is non-negotiable

Adheres to ICF Code of Ethics and strict confidentiality

Your story is protected. Your growth is the mission.



Courage & Empathy

Challenging with Compassion

A disciplined truth-teller and trusted strategic partner

Bold enough to challenge. Empathetic enough to support.

THE THREE POINTS OF VIEW = THE TRIANGLE OF TRUTH™



Your View

**** (Self Assessment) ****

What you believe is happening.



Operational Truth

Where perception, feedback,
and data converge.

Outside View

**** (360 Feedback View) ****

What others perceive is happening.

Science View

**** (Hogan Leadership Series) ****

What assessments and data reveal.

When all three views align, transformation becomes inevitable.



THE 6 COACHING OUTCOMES THAT DRIVE YOUR TRANSFORMATION



See Yourself More Clearly

Build the self-awareness that leaders follow willingly.



See Others More Clearly

Strengthen relational clarity to lead with greater empathy and accuracy.



Build Stronger Relationships

Expand your influence by connecting across differences.



Leverage Your Strengths

Uncover and strategically use untapped natural talents.



Learn New Responses

Shift habits and behaviors to operate effectively at the next level.



Achieve What You Want

Clarify your goals and build the mindset and plan to reach them.

NO LIMITS 12-MONTH EXECUTIVE COACHING JOURNEY



(example only : 6- or 12-month engagements available)

1. Build the Foundation

Chemistry, Rapport, Confidentiality

Define expectations & earn trust.



2. Define the Partnership

Rules of Engagement

Clarify roles, cadence, and commitments.



3. Gather the Data

Insights from Manager + HR

Establish context, challenges, blind spots.



4. Assess with Precision

360 Feedback, Hogan, Baseline Tools

Illuminate the truth behind performance.



5. Align Goals

Personal and Professional Objectives

Create deep ownership of outcomes.



10. Closure & Lift-Off

360 Again + New Strategic Plan

Transition to a sustainable multi-year path.



9. Check-In (Month 6-7)

Evaluate, Recalibrate, Recommit

Course-correct for maximum ROI.



8. Live Coaching

Video, Phone, In-Person

Planned + spontaneous; formal + informal.



7. Strategic Agreement

Coach & Exec Co-Create Action Plan

Prioritize goals, map milestones.



6. Team Integration

Alignment & Development Planning

Ensure systemic support for growth.



Transformation isn't accidental. It's architected.



FROM AWARENESS TO IMPACT:

WHAT HAPPENS OVER 12 MONTHS OF COACHING

Phase 1

Phase 2

Phase 3

Initial 360 Feedback

Strengths Identified: Often Underleveraged

Opportunities Identified: Often include executive presence, clarity, conciseness, emotional regulation, and trust gaps.

New Leadership Operating System Engaged:

Midpoint Calibration

Strategic Awareness Increases

Stakeholder Perception Shifts

Momentum & Skill Growth

Final 360 Feedback

Strength Themes: Expand by 10–15% in comment volume and narrative tone

Opportunity Themes: Decline by 20–35%

Leadership Operating System Finalized:
Intentional, self-aware, high-impact

You don't transform what you don't measure — and nothing inspires trust like evidence of growth.

ROI of TTLO Coaching: Proven Results



Leadership Impact Area	Performance Gains	Diagnostic Signals
Executive Presence	+30%	Post-engagement 360 Feedback
Communication Clarity	+28%	Stakeholder Narrative Themes
Emotional Intelligence	+25%	Peer/Direct Report Interviews
Trust & Authenticity	+22%	Cross-level Stakeholder Input
Inspirational Leadership	+20%	Team/Org Climate Surveys
Resilience & Adaptability	+18%	Stress Handling & Performance Indicators

Average Growth In 18 Feedback-based Strengths: **+12%**

Average Reduction In 12 Opportunity-based Concerns: **-27%**

6,000+ hours of paid executive coaching across 85 leaders and 45 client companies

ICF MCC(Master Coach) = (2,500 hrs / 35 leaders), places TTLO in **the top 1–3% of coaching practices worldwide.**

Professional Standards & Global Accreditations



FEATURED CLIENTS - (Page 1)



Trusted by Leading Organizations Across Industries

Financial Services/ Banking/Insurance

Morgan Stanley

citi

Allstate

WESTFIELD
INSURANCE
Sharing Knowledge. Building Trust.®

Technology (Hardware & Software)

intel

DELL

Microsoft

CISCO

McAfee

NetApp
ON FURTHER SCALE

ATLASSIAN

e6
episodesix

RetailMeNot

Professional Services

BCG

accenture

ATKearney

KPMG

ERNST & YOUNG

EY

FEATURED CLIENTS - (Page 2)



Trusted by Leading Organizations Across Industries

Healthcare & Pharmaceuticals

The logo for Johnson & Johnson, featuring the company name in a red, cursive script.



*Region North America is comprised of LEGO Pharma's U.S. and Canadian affiliates

The McKesson logo, with the word "McKESSON" in blue, bold, sans-serif capital letters.

Empowering Healthcare

The Smith+Nephew logo, with "Smith" in orange and "Nephew" in blue, separated by a plus sign.

The Avantor logo, with "AVANTOR" in a stylized, italicized font, and "PERFORMANCE MATERIALS" in smaller capital letters below it.

Sports & Athletics



Retail & E-Commerce

The Walmart logo, with the word "Walmart" in blue and a yellow six-pointed starburst to the right.

Chemicals and Environmental

The Ecolab logo, with "ECOLAB" in blue, bold, sans-serif capital letters, and a small starburst above the "A".

Electrical & Energy Management

The Eaton logo, with "EATON" in blue, bold, sans-serif capital letters.

Powering Business Worldwide

Entertainment & Media

The Universal Music logo, featuring a globe with the word "UNIVERSAL" in blue and "UNIVERSAL MUSIC" in smaller capital letters below it.

The New York Times logo, with the words "The New York Times" in a white, serif font.

The Entertainment Partners logo, with a white circle containing the letters "ep" and the words "ENTERTAINMENT PARTNERS" in blue, bold, sans-serif capital letters.

The Nexstar Media Group logo, featuring a stylized star and the word "Nexstar" in a bold, sans-serif font, with "MEDIA GROUP, INC." in smaller capital letters below it.

FEATURED CLIENTS - (Page 3)



Trusted by Leading Organizations Across Industries

Aerospace & Defense



GO BEYOND

Food & Beverage



Constellation Brands

Legal Services

COVINGTON

COVINGTON & BURLING LLP

Katten

Commercial Real Estate & Services

CBRE



STRUCTURETONE

Higher Education

UF UNIVERSITY of FLORIDA

Agriculture & Industrial Machinery



JOHN DEERE

Transportation & Logistics

BRINKS



Radial
a bpost company



Government Services





VOICE OF THE CLIENT

EXECUTIVE COACHING
LEADERS TRANSFORMED



WHY COACH MEL IS THE EXECUTIVE COACH OF CHOICE

Healthcare Tech Company

Mel didn't just help me refine my leadership - he rebuilt it from the ground up.

I lead with purpose now, not pressure.

SVP, Global Talent Strategy

Global Pharmaceutical Company

The impact of his coaching didn't stop with me.

My team is stronger. My peers are inspired. My results are undeniable.

VP, Commercial Strategy- NA

Investment Banking Firm

He helped me turn burnout into brilliance.

My team sees it. My board sees it. I see it.

Managing Director, Compliance

Aerospace & Defense Corporation

Mel blends Ranger grit with C-suite polish - and that's exactly what I needed to lead with both courage and clarity.

EVP, Operations & Logistics APAC



WHY COACH MEL IS THE EXECUTIVE COACH OF CHOICE

Fortune 100 Tech Company

No one else could have helped me unlock the invisible barriers holding me back.

Mel saw them before I did.

Head of Marketing

Multinational Food & Beverage Enterprise

When Mel says you are his mission - believe him.

He coaches with soul, strategy, and steel.

CHRO, AMERICAS

Energy & Utilities Company

Mel's ability to simplify complexity and challenge complacency is unmatched.

I left every session sharper, more centered and more impactful.

General Manager, Hydro Solutions

Digital Media & Entertainment Company

He pushed me to be honest with myself, then helped me build a new leadership operating system rooted in truth and accountability.

CMO, Strategic, Federal & Public



WHY COACH MEL IS THE EXECUTIVE COACH OF CHOICE

Global Retail Chain

My leadership lens is forever changed.

He didn't give me answers - he made me brave enough to find my own.

VP, Talent & Culture

Medical Devices Company

I came to him looking for clarity.

What I gained was confidence, conviction, and a career breakthrough.

SVP, Innovation, & Product Development

Higher Ed Institution

As a former military leader, I thought I'd seen strong leadership.

Then I worked with Mel and found a whole new level.

Executive Director, Veteran Transition Programs

National Defense Contractor

Mel got me to say the hard things, do the brave things, and lead the necessary things.

My board noticed.

EVP, Government Relations



QR CODE & RESOURCE DROP

You don't have to do this alone.

Here are the tools, stories, and systems I've built to support your leadership journey.

LinkedIn

Mel Parker — Connect & Follow



Mel LinkedIn

TTLO YouTube Channel

Leadership Lessons & Insights



TTLO YouTube

Take The Limits Off Website

Programs, Coaching, and Resources



Visit Website

The Parker Principles

Order a Signed Copy



Amazon Book

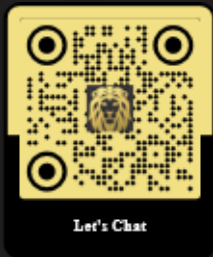


LET'S BUILD YOUR LEADERSHIP LEGACY

Calendar Link

Schedule a 30-Minute
Conversation

With Coach Mel



mel.parker@takethelimitsoff.com



www.takethelimitsoff.com

Leadership Without Limits

Explore Additional Resources

