



Wendy Van Besien

Executive Coach

Role: Advisors & Coaches

Last Updated: May 5, 2021

BACKGROUND AND EXPERIENCE

Wendy Van Besien is an Executive Coach for Crenshaw Associates with 25+ years of experience in organization development, marketing and strategy, and change management. She helps executives optimize their most critical leadership success components by focusing on leadership competencies, team productivity and engagement, emotional and political intelligence, and clear communication. She has advised senior leaders across multiple industries and supported organizations experiencing disruption and transformation.

Previously, Wendy worked at Johnson & Johnson in the Consumer Division and was an independent consultant collaborating with former colleagues. She's worked with Fortune 100 companies specializing in strategy, organization dynamics, leadership development, and operational excellence.

With her positive focus, Wendy works with leaders and their teams to accelerate performance and drive results. Her personal philosophy is to lead into people's strengths and uncover what is holding them back, their limiting beliefs, assumptions, or interpretations. Using positive psychology tenets, Wendy taps into understanding brain science to help her clients build awareness of underlying dynamics, enhance interpersonal skills, elevate executive presence, and build high performing teams. Additionally, she guides and assists when executives are faced with complex transformational change, laying out clear solutions to management structure and functional change, reorganizations, and mergers/acquisitions.

INDUSTRY/BUSINESS SEGMENT EXPERTISE

Consumer Products, Healthcare, Pharmaceuticals, Financial Services, Insurance, Luxury Fashion, Non-Profit

FUNCTIONAL EXPERTISE

Executive Coaching, Leadership Competencies, Team Productivity and Engagement, Trust and Conflict, Communication

COMPANIES WORKED FOR

Johnson & Johnson, Cresap, McCormick and Paget Consulting (acquired by Towers Perrin), The Luminations Group, MPG - Market Performance Group

EDUCATION

MBA in Finance/Marketing, Columbia University School of Business; BS, Organizational Development, Cornell University Industrial and Labor Relations School

CERTIFICATIONS

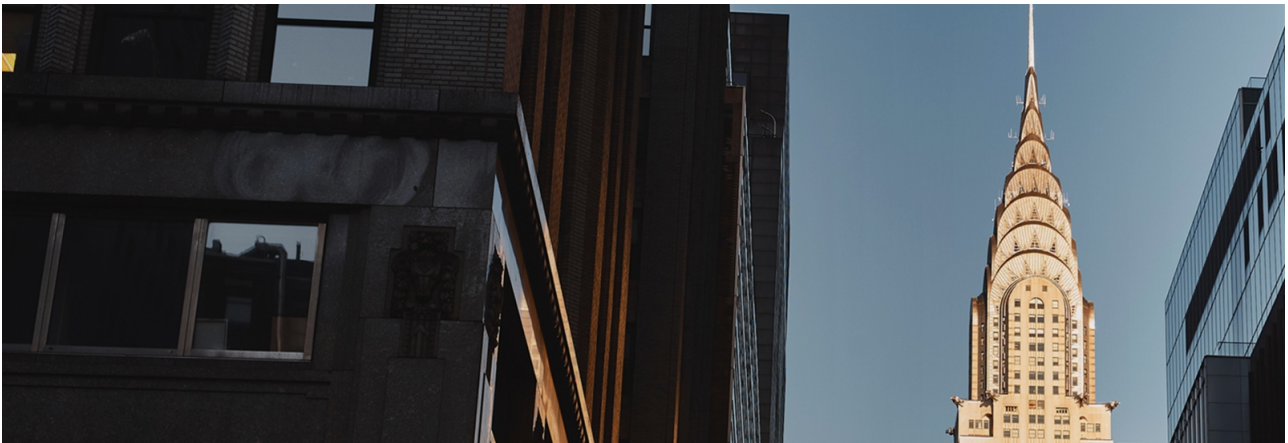
Institute for Professional Excellence in Coaching, COR.E Dynamics

SAMPLE CLIENTS

Mars, Merck, Bayer, Ascensia, PNC, AFLAC, Ethicon, L'Oréal, National Breast Cancer Research Foundation (BCRF), Franciscan Charities

FUN FACT

Motivational Speaker and Continuous Learner



ABOUT CRENSHAW ASSOCIATES

40 + years of helping companies and executives thrive.
Delivering today, developing for tomorrow.

We specialize in understanding top talent – exclusively – and in promoting their success.
We support clients who are transitioning, OnBoarding, being groomed for new responsibility, building their team cultures, or aspiring to become corporate directors.