



JOHN M. DEMARCO, LLC

Coaching that equips authentic human leadership in the age of AI.



Contact

Schedule a call with me:

https://calendly.com/john_m_demarco/zoom_call

Cell: 615-525-5403

john@johnmdemarco.com

johnmdemarco.com

[linkedin.com/in/johnmichaeldemarco/](https://www.linkedin.com/in/johnmichaeldemarco/)

Education

Graduate Certificate (in progress)
Human-Centered Design Thinking
Colorado State University

Graduate Certificate
Executive & Professional Coaching
University of Texas at Dallas

Master of Divinity
Asbury Theological Seminary

Bachelor of Science
Communications
Florida State University

Certifications

Coaching (International Coaching Federation)

Human Resources (HRCI)

Hogan Assessments

Myers-Briggs Type Indicator

CliftonStrengths (Gallup)

Design Thinking (In Progress)

Consulting (ATD)

Data Analysis (University of Chicago)

FranklinCovey Suite

Situational Leadership II (Blanchard)

Core Skills

Assessments

Coaching

Consulting

Content management

Creative writing

Design thinking

Facilitating

Leadership development

Learning agility

Manager development

Mindfulness

Networking

Program management

Relationship building

Speaking

Strategic thinking

Storytelling

Training

3 Coaching Specialities:

Executive Coaching

Equips a leader to understand their current competencies, see how they're perceived by others, and focus on identifying and clarifying current goals as well as the appropriate action steps to reach those goals.

Leader Development Coaching

Equips those looking to grow and develop leadership skills, regardless of whether they are an individual contributor, manager, or senior manager.

360° Feedback Coaching

Equips individuals to understand their personal strengths and weaknesses, using the constructive and confidential feedback of others who work with them the most.

My Customers and the Impact of My Work:

My customers are internal HR or L&D professionals seeking coaching for their creative and innovative business clients, as well as creative and innovative business leaders looking to connect directly with a coach for themselves or their team members.

Across just under 20 years, I've coached a diverse clientele of hundreds of professionals who were promoted to next-level roles and grew cross-functional skills while getting stronger results. My coaching career grew out of a strong background in creative writing and public speaking.

[Some testimonials I've received](#)

[Articles I've written](#)

[Books I've written](#)

Client Experience

Primary

Business Executives

Healthcare Leaders

High-Potential ICs

HR Leaders and Partners

Non-Profit Leaders

People Managers

Physicians

Sales Professionals

Secondary

Attorneys

CPAs

Executive Coaches

Industries & Functions

Primary

Customer Experience Centers

DE&I

Finance/Financial Services

Healthcare

Human Resources

Learning and Development

Ministry

Non-Profits

Sales

Technology

Telecommunications

Wireless

Secondary

Accounting

Digital

Legal

Marketing

Professional Employers

T-MOBILE US BELLEVUE WA
2007-2023

HEALTH FIRST ROCKLEDGE FL
2005-2007

MORGAN STANLEY
MELBOURNE FL 2003-2005

THE UNITED METHODIST
CHURCH LAKELAND FL 2000-
2003

STRANG COMMUNICATIONS
LAKE MARY FL 1996-1997

THE NEWS-JOURNAL
DAYTONA BEACH FL 1991-
1996

THE WALT DISNEY COMPANY
LAKE BUENA VISTA FL 1990-
1991



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FULL-TIME INTERNAL COACHING ROLES

Additional Details

T-Mobile US, Bellevue, WA, 2007-2023

3 key areas of impact:

1. Coaching and leadership development

For directors, senior managers, managers, and high potential individual contributors, across a 70,000 employee organization that's been the fastest growing wireless company since 2013, with more than one hundred internal clients getting promoted to next-level roles.

2. Program ownership and change leadership for a new enterprise competency framework

Following the \$43 billion T-Mobile-Sprint merger, with my specific contributions including:

- End to end program ownership, including ongoing communication with key stakeholders across every business function.
- Creation and launch of competency-supporting tools such as 360° and 180° assessments; individual development planning; people leader toolkits; just-in-time videos; a coaching guide; branding visuals; e-cards; and web-based and virtual training.
- Engagement with employees across the company through creation and management of a digital-first website; a dedicated Slack channel; and a competency-themed podcast (which I hosted).
- Core messaging collaboration with T-Mobile Corporate Communications; presentations to business teams; and social media marketing.
- Integration of the competencies into a company-wide leadership model, as well as within top talent programs, employee experience surveys, and employee sentiment surveys.
- Ongoing content and process iteration based on data analysis, stakeholder input, best practice research, and Human Centered Design approaches.

3. Creation and management of top talent programs

Serving hundreds of employees who were promoted to next-level roles.

Target audiences included field and back office functions for T-Mobile's large sales and customer experience business functions.

Health-First Inc., Melbourne, FL 2005-2007

Strengths-based coaching for business executives, physicians, managers, and top talent individual contributors across 5,000-employee hospital, clinic, and health insurance organization.

Program management, content creation, instructional design, training delivery, and internal communications for leadership development and mentoring programs.

Video scripts and press releases for organization's marketing department.