



JOHN M. DEMARCO, LLC

Coaching authentic human leaders facing complex, nuanced problems



Contact

Schedule a call with me:

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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

Facilitation

Leadership development

Learning agility

Manager development

Marketing

Mindfulness

Networking

Program management

Relationship building

Speaking

Strategic thinking

Storytelling

Training

SOME CURRENT TECH INDUSTRY PAIN POINTS

- 1. AI Integration and ROI:** Executives are under pressure to integrate AI responsibly and demonstrate clear returns on investment. AI must be applied in practical, measurable ways rather than experimental projects without tangible outcomes.
- 2. Talent Acquisition and Retention:** The technology sector grapples with a significant talent shortage. The competitive labor market makes it challenging to attract and retain skilled workers, particularly as the demand for advanced technological skills increases.
- 3. Data Management and Utilization:** With the accumulation of vast amounts of data, executives need to ensure that their organizations can effectively leverage this data. This includes democratizing data usage across all organizational levels to enhance decision-making and operational efficiency.
- 4. Digital Transformation:** Continuous modernization of IT infrastructure is crucial. This includes reducing technical debt and adopting new technologies to stay competitive. Executives must balance modernization efforts with maintaining current operations.
- 5. Regulatory Compliance:** As regulations evolve, technology leaders must ensure compliance while still leveraging data effectively. This includes managing consent and ensuring data privacy and security, which are increasingly critical in today's regulatory landscape.
- 6. Cost Management:** Amid economic uncertainties, there is a heightened focus on cost efficiency. Executives are tasked with delivering more value from their IT investments while keeping expenditures in check.
- 7. Enhancing Customer Experience:** There is a growing emphasis on integrating technology to improve customer experiences. This includes developing AI-driven solutions and digital tools that meet rising user expectations.

HOW COACHING HELPS TECH LEADERS

Executive coaching can significantly aid technology executives in addressing their pain points by providing personalized guidance and strategic insights. Coaches help executives navigate AI integration by setting clear ROI expectations and fostering data-driven decision-making. They assist in talent acquisition and retention through leadership development and effective communication strategies. By focusing on enhancing digital transformation efforts, coaches guide executives in reducing technical debt and modernizing IT infrastructure. They also ensure executives stay compliant with evolving regulations, especially in data privacy and security. Cost management is optimized through strategic planning and resource allocation. Additionally, coaching enhances customer experience strategies by fostering innovation and the adoption of AI-driven solutions. Overall, executive coaching equips technology leaders with the skills and perspectives needed to overcome challenges, drive organizational growth, and maintain a competitive edge.

WHAT JOHN BRINGS TO THE TABLE

John's extensive background in executive coaching and technology makes him a strong fit for coaching technology executives. With certifications in coaching from the International Coaching Federation, Hogan Assessments, Myers-Briggs Type Indicator, and CliftonStrengths, John possesses the expertise needed to guide leaders effectively. His experience at T-Mobile, where he led leadership development and managed top talent programs, showcases his ability to foster growth and navigate complex organizational challenges. John's skills in strategic thinking, data analysis, and human-centered design further enhance his capacity to address the specific needs of technology executives. His ability to integrate innovative solutions and drive organizational change ensures that he can help tech leaders optimize their performance, manage talent, and leverage technology effectively. Overall, John's credentials and experience position him as an invaluable resource for technology executives seeking to excel in a rapidly evolving industry.