



# JOHN M. DEMARCO, LLC

Coaching authentic human leaders facing complex, nuanced problems



## Contact

Schedule a call with me:

[https://calendly.com/john\\_m\\_demarco/zoom\\_call](https://calendly.com/john_m_demarco/zoom_call)

Cell: 615-525-5403

[john@johnmdemarco.com](mailto:john@johnmdemarco.com)

[johnmdemarco.com](http://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

Facilitation

Leadership development

Learning agility

Manager development

Marketing

Mindfulness

Networking

Program management

Relationship building

Speaking

Strategic thinking

Storytelling

Training

## SOME CURRENT TELECOM INDUSTRY PAIN POINTS

- 1. Regulatory Complexity:** Telecommunications companies face intense scrutiny from regulators, particularly regarding data protection and privacy laws. With the rise of AI and generative AI (GenAI), ensuring compliance with evolving regulations while maintaining innovation becomes increasingly challenging.
- 2. Cybersecurity Threats:** As digitization accelerates, so do cyber threats. Executives are particularly worried about cloud-related risks and attacks on connected devices, which require robust cybersecurity measures and proactive risk management strategies.
- 3. Talent and Skills Shortages:** The industry is experiencing a significant talent gap, exacerbated by financial pressures leading to hiring freezes and cuts in salaries and benefits. This shortage is particularly acute in digital skills and network engineering, hindering growth and innovation.
- 4. Economic Pressures and Customer Expectations:** The cost-of-living crisis has heightened consumer sensitivity to pricing, with many seeking better deals and clearer pricing structures. This situation pressures telecom companies to balance affordability with profitability while enhancing customer value through bundled services and improved customer experiences.
- 5. Changing Business Models:** The traditional telecom business model is under threat. Executives must reinvent their business models, often requiring the separation of distinct business layers such as network infrastructure and service operations to maintain economic viability and optimize resources.
- 6. Network Quality and Value Proposition:** Despite investments in network infrastructure, issues with network reliability and quality persist. This affects customer satisfaction and raises concerns about the value propositions offered by telecom companies, particularly regarding the correlation between speed and performance.
- 7. Digital Transformation and Innovation:** Executives are under pressure to adopt and integrate emerging technologies such as AI and IoT. This requires substantial investment in innovation and a shift in corporate strategies to remain competitive in a rapidly evolving digital landscape.

## HOW COACHING HELPS TELECOM LEADERS

Executive coaching helps executives navigate complex regulatory environments by enhancing their understanding of compliance requirements and fostering a proactive approach to regulatory changes. It also strengthens their cybersecurity acumen, enabling better risk management and crisis response. Coaching develops leadership skills to address talent shortages, promoting effective talent acquisition and retention strategies. Economic pressures and customer expectations are managed through coaching that sharpens strategic thinking and customer-centric approaches. Furthermore, coaching facilitates business model innovation and digital transformation by fostering a mindset open to change and continuous learning.

## WHAT JOHN BRINGS TO THE TABLE

John's extensive experience in executive coaching and the telecommunications industry uniquely positions him to coach telecom executives effectively. With a robust background in leading leadership development and coaching programs at T-Mobile, John has a deep understanding of the industry's complexities and challenges. John's experience in driving significant organizational change, such as implementing a new enterprise competency framework and managing top talent programs, showcases his capability to guide executives through transformation. His skills in strategic thinking, leadership development, and program management further enhance his ability to address telecom executives' pain points