

# JAMES PRATT

## »» EXECUTIVE COACH

### LIFE CHANGING COACHING FOR STARTUP AND TECH EXECUTIVES

#### COACHING EXPERTISE

- 8 years coaching CxOs, founders, VPs and high impact individuals leading startups in the tech industry across the globe.
- Deep experience in product, engineering and HR, and experienced coaching finance, design, marketing and business development.
- Comfort with employee counts from 2 to 500 and companies from idea to growth stage.
- Helping leaders in fast moving complex environments become confident, resilient decision makers leading high performance teams from a place of authenticity.
- Helping leaders master the 4 pillars of exceptional leadership: Vision, Culture, People and Personal readiness.
- Learning new industries from my clients, for example SAAS, gaming, financial services, energy, consumer apps, creative agencies, big tech, commercial real-estate and more.

#### PERSONAL PROFILE

I am a Product, Engineering and HR leader turned coach, with more than 25 years of experience at the forefront of technology. I've been a co-founder, software engineer, product manager, conference architect, product and engineering leader for ~ 150 person teams, and a VP of People. I've led pioneering mobile apps (Tesco Mobile), developer platforms (Windows Mobile), conferences (MEDC), enabling software for smartphones (HTC SPV through M7), web browsers (IE), music devices (Gigabeat) and VR (HTC Vive Store).

#### COACHING MISSION

In 2015, I realized that my interests had shifted from software products to people systems and I sought my first HR leadership position and in 2016 began training as a coach. Observing how people interact and operate at an organizational level, I realized there's no product more complex and fulfilling as the evolution of a human, so in 2020 I became a full-time coach where changing the life of one leader changes the lives of everyone whose work they touch, which allows me to operate at limitless scale.

People work with me because of my experience operating every aspect of a company, direct and empathetic style, and ability to find the question that unlocks the insight that's holding you back.



# Client TESTIMONIALS

I am the leader that I am because of James and my work. I have the voice that I have because of James and my work. I really, really believe in myself because of James and my work. I have been able to make the hardest decisions as a CEO, because of James.

*Andrew Riesen, CEO @ Heard*

Working with James was one of the most impactful decisions I made as a founder. His ability to help me find the line between pragmatic business decisions, and people-first culture building is incredible. Wrestling with the impossible choices and of a startup becomes infinitely easier with James' support. If it wasn't for his coaching and helpful provocation, I have no doubt that I'd be looking at a failed startup with many regrets, rather than a successful acquisition.

*Quinn Underwood, CEO @ Animo*

## CERTIFICATIONS

- I am an ICF certified coach at the PCC level
- I am a Strengthscope-certified provider
- I have a Bachelor of Engineering in Computer Science and wrote code that shipped with the world's first commercial smartphone.

## PERSONAL INTERESTS

- Mental health advocacy as speaker and founder of the Silent Superheroes Podcast
- Inline skating (park / street)
- Classic video gaming
- Music consumer (live and at-home)



**CONTACT  
ME**

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