



Nila G. Betof, Ph.D.
Chief Operating Officer
The Leader's Edge/Leaders By Design

Nila Betof has extensive experience coaching executives in the C-Suite through emerging level executives and brings over 30 years of operational and management experience to *The Leader's Edge/ Leaders By Design*. She has substantial experience in career development consulting, assessment, leadership development, executive coaching and organizational change. She has personally consulted on establishing hundreds of leadership development programs and organization change initiatives. She is certified in a variety of assessment tools and in behavioral interviewing techniques. Nila, for her hard work and dedication, recently received the *2011 SmartCOO* Award from SmartCEO magazine honoring her outstanding leadership efforts.

Nila's corporate career included a number of senior-level positions managing both line operations as well as staff functions. Nila has served as Chief Operating Officer for two companies. She has held executive positions in Information Technology, Human Resources and Strategic Planning in addition to her line experience managing operations, service delivery and revenue generating organizations. Because of her extensive corporate experience, she has been asked to coach and consult for a wide spectrum of companies, including Fortune 100 and Fortune 500 companies. Some of her coaching and consulting assignments include AstraZeneca, CitiBank, GlaxoSmithKline, Enzon Pharmaceuticals, Merrill Lynch, PECO Energy, Dow Chemical, Lincoln Financial Group, ARAMARK, and Wawa.

Nila is also actively involved in civic endeavors. Nila serves on the Executive Committee of the Board of The Forum of Executive Women and sits on the Human Resources Committee for the Pennsylvania Horticultural Society. She also serves on the Board of Directors of Dance Affiliates, an international dance organization bringing world renowned dance performances to Philadelphia.

Nila is a professor at The American College in the Masters Program in Leadership. She has previously taught at Rider College and LaSalle University in the MBA program in Human Resource Management. Nila is frequently asked to be a guest lecturer and speaker on issues involving women in corporate America, political savvy and influence strategy. Nila holds a Ph.D. in Organization Development from Temple University, a Masters Degree from the University of Pennsylvania and a Bachelor of Science Degree from Temple University.

Nila has published in the area of talent management and leadership. Nila and her husband are co-authors of the book, *Just Promoted!* on how to successfully transition into new leadership roles which was published in July 2010. She has written chapters in *The Talent Management Handbook* published by McGraw-Hill in 2004 and an updated publication of *The Talent Management Handbook* published in 2010 on how to retain women leaders. She has done considerable research in the area of women as leaders. Her latest research project was *Women CIOs and the Art of Influencing: Techniques, Tips and Precautions for Successfully Persuading Senior Business Stakeholders*, published by the CIO Executive Council, 2009.

Nila is married and lives in Bucks County, PA with her husband, Ed. She is the mother of two grown children.