

Seth A. Barad

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Work Experience

2003-Present

University Professor, Consultant, and Executive Coach

Mills College, Lokey Graduate School of Business, Oakland, CA
Professor of Business Practice and Lead Faculty for the Nonprofit
Concentration (2003 - present)

University of Pennsylvania, Wharton Graduate School of Business,
San Francisco, CA (2007 - present)
Instructor, Management Communications

Independent consulting focused on the nonprofit sector
Executive coaching focused on all aspects of management and
communications skills

2000-2003

The Bridgespan Group

San Francisco, CA

Partner

Responsible for nonprofit client engagements for this nonprofit consulting
firm. Engagements ranged from strategic planning for large foundations
to analyses of earned income for small nonprofits.

1994-2000

Providian Financial Corporation

San Francisco, CA

Division President

Responsible for seven businesses accounting for \$1B in revenue.
Previously ran fastest growing, most profitable single business of this
consumer finance specialist. Grew customer base from 200,000 to over
6 million. Managed all aspects of marketing, credit, operations and
systems with staff of over 5,000.

1994

General Electric Capital Corporation

Stamford, CT

General Manager

Responsible for corporate card and purchasing card business for this
highly diversified financial services company.

1985 - 1993

American Express Co. NY, London, & San Rafael, CA

Vice President and General Manager

Various positions including Strategic Planning, Assistant to the
President, General Manager for Optima Card in the U.K., General
Manager for Amex Life Cardmember Insurance Products, General
Manager for all New Industries on the "merchant" side of the U.S. Card
business. Won British Direct Marketing Award for 1989.

1977 - 1985

Bain and Company

Boston and London

Held various positions during eight-year career with this international strategy consulting firm. Assignments in agribusiness, food service, textiles, office products, beverages, and computers. Worked part-time while attending business school (see below).

Education

1979 - 1981

Harvard University Graduate School of Business

Masters in Business Administration, General Management

1973 - 1977

Tufts University

Bachelor of Science, Mathematics, With High Honors

Personal

Married 37 years. Two sons: Ben (24) and Jeffrey (21)

Board Service

Trustee, Saint Mark's School, San Rafael, CA (1999-2005)

Trustee, Marin Academy, San Rafael, CA (2005-2011)

Tisch College of Citizenship and Public Service, Tufts University, Medford, MA (2003-present)

Presidio Institute, San Francisco, CA (2012 – present)

Publications

"VolunteerMatch Case Study" (December 2003)

"All Customers Are Not Alike" (September 2003)