

Bio for Barry Borgerson



Dr. Barry Borgerson is Founder and President of Complete Leadership, Inc., and the pioneer in understanding and managing the internal mechanisms that control automatic behaviors, hidden thought patterns, and other so called "soft" success factors.

Barry offers coaching clients a unique combination of his extensive, successful executive leadership experience, his deep understanding of the underlying mechanisms that control automatic human activities, and his systematic techniques that help leaders reliably transform to execute at previously unachievable levels.

Barry graduated from the University of California, Berkeley with a Ph.D. in Computer Science and a minor in Human Resource Management. The *technical* phase of his career included inventing (while at the Sperry Corporate Research Center) the paradigm-breaking micro-architecture of a mainframe computer (Sperry Univac 1100/60) that generated several billion dollars in revenue and for which he received six patents and a promotion into senior technical management at Sperry Univac just two years out of the university. Barry published many technical articles, chaired two international computer conferences, was the elected chairman of the US association of computer architects, and was an invited member of the first delegation of computer experts to tour China in 1978 – before tourist visits were possible for Americans.

Barry enjoyed increasing leadership responsibility during the *technical-management* phase of his career that included managing all product and technology research for Sperry Univac, serving as an elected officer of a publicly traded company (Manufacturing Data Systems, Inc) in charge of all technical and operations activities, and leading the successful large-scale effort (at Unisys) to develop innovative high-speed image processing systems to replace electromechanical check processing equipment.

The *general-management* phase of Barry's career provided many leadership development opportunities for himself and those who worked with him. After achieving breakout success as VP and GM of a business unit, Unisys promoted Barry to Group VP and GM of a diversified, multinational business group. A search firm recruited Barry away from Unisys to become CEO of Cimage Corporation, a multinational software and services document imaging company. Notable accomplishments during the general management phase of his career included turning around a plant that was about to be closed by effecting a major culture change, transforming a hostile union into a cooperative partner, and turning unprofitable, stagnant businesses into profitability and growth. Dr. Borgerson has served on the Board of Directors of several for-profit and non-profit organizations.

Because he felt that the new insights and techniques regarding automatic activities offered a breakthrough opportunity for improving performance and sustaining success, Barry chose to leave the executive ranks after the sale of Cimage to concentrate his energies on this development. After iteratively refining the concepts and techniques and testing them for understandability and effectiveness with organizational leaders, the formulations you see at this website have now formed a powerful system. The theory-based techniques have proven to work very effectively for explicitly addressing the automatic side of human nature to improve the effectiveness of leaders by coaching to them to achieve new heights and guiding individuals and organizations to adopt the dual-mode model of human activities as their best way to lead and succeed in the future.