



**Sockwell Performance Advisors** is an enterprise performance consulting firm specializing in enhancing value and profitability through improved leadership and effective management. Allen R Sockwell has advised boards and senior executives in public and private companies, at early and mature stages, through growth and restructuring, across industries and major global markets. His understanding of client strategy, business objectives and operating plans serves as the basis for consulting on the leadership capability and human capital required for enterprise success.

## **Sockwell Performance Advisors offers services in the following areas:**

### **| Enterprise Performance Assessment & Consulting**

When clients are seeking improved performance, Allen conducts assessments of the critical factors necessary to execute enterprise strategy. These factors include: sufficient technical and leadership capacity, effective goal deployment and clear accountability, management systems to drive execution and measure progress, metrics and rewards tied to goals, and people practices which attract and motivate critical talent. As gaps are identified, Allen advises management on the key priorities that will improve organization performance.

### **| Leadership Coaching**

The coaching program helps experienced executives build stronger teams to deliver improved business results and address leadership gaps impacting performance. The program also accelerates the development of high potential leaders. Programs are customized to ensure that the coaching engagement is right for the executive, the company culture, and the specific business objectives being addressed. The process begins with broad assessment of leadership strengths and development needs through 360-degree interviews and other tools. Next, a coaching plan is developed and delivered through ongoing interaction with Allen. The final step in the process is a review of key learning and implementing plans to sustain performance.

### **| Organization Transition Consulting**

Critical organization transitions create significant improvement opportunity as well as great risk. Well over 50% of executive new hires fail to deliver results that meet performance expectations. Poorly managed transformations create unnecessary investor, financial, operational, customer and talent retention risks. Allen has managed organization transformations and key transitions of senior executives in all parts of the world. These transitions include executive departures and onboarding of new leaders, as well as significant organization restructuring to deliver dramatic improvements in business results.

### **| Merger & Acquisition Planning**

Allen provides consulting support to acquisitions and divestitures. He has experience planning and executing acquisition, divestiture and integration on transactions as small as 10 people and as large as 20,000.

### **| Forum Speaker**

Allen is an accomplished speaker and can inspire audiences on a variety of topics covering management best practices, human resource topics, and the attraction, motivation and retention of talent. In particular, he can speak to the Top Ten Blind Spots management suffers based on the white paper available for download of the same name, garnered from his direct experience working with a variety of companies and industries across the globe. Allen is comfortable presenting to your group, whether small or large as a keynote speaker, a panel participant or a special focus workshop presenter as any presentation can be tailored to fit your audience and topic needs. Call or email Allen to discuss your event and availability.

### **| Contact Allen to discuss your needs...**

Based in Austin, Texas, Allen is available on a global basis to discuss leadership capability and organizational planning on an individual or organization wide basis. To begin the process, he can be reached via:

Phone - 512.365.0177

Email - [allen@sockwelladvisors.com](mailto:allen@sockwelladvisors.com)

LinkedIn - Allen Sockwell

Twitter - @allensockwell



## What Clients & Partners Say |

### **Dirk Meyer, Former CEO AMD, Inc.**

*"Business starts with people. Having the right people in the right jobs, each with clear understanding of the company's goals and strategies and how each contributes to them, with the right mindset and supported by a good management system. Easy to say - hard to do! Allen is the best I've seen in helping executives to optimize the most important system in any company - teams of people"*

### **Brian R. Smith, Managing Director S3 Ventures and former CEO Crossroads Systems**

*"Every team goes through growing pains, whether an early stage startup, or a more mature business in transition. Allen is a wonderful executive coach helping keep teams at peak performance."*

### **Phil Myers, CEO StoredIQ**

*"Allen masters the 'people' equation for business leaders. He was a sage counselor and advisor to me during a particularly tough transition for our management team. His analysis of the situation, strategies and action plan got me on track quickly and helped lead to a great outcome for the business. I would recommend Allen highly."*

### **Selena Lacroix, North America Technology Practice Leader, Egon Zehnder Executive Search Consultants**

*"Allen's deep HR experience and business acumen lends a sophisticated and strategic approach to executive talent development and building high performance management teams particularly in companies undergoing complex change."*

### **David Tang, Former Group Vice-Chairman, Nokia China**

*"Allen has a way of winning the trust and confidence of people with his sincerity, intelligence and personable manner. His understanding of both global and local perspectives and their business dynamics is quite impressive. His coaching helped me tremendously during my onboarding process."*

## **Allen R Sockwell**

Founder and President, Sockwell Performance Advisors

Allen Sockwell is the Founder of Sockwell Performance Advisors, an enterprise performance consulting firm. For over 25 years, Allen has worked with leadership teams at technology companies across the Semiconductor, PC Systems, Software, Networking and Storage sectors building the human capital needed to execute critical business strategies. His work has centered on assessing organization capability and developing strategies to improve leadership effectiveness and financial performance.

As an executive coach and advisor, Allen has worked with CEOs and executive teams from start-up through rapid growth and restructuring. He has counseled global companies through the critical executive transitions of the CEO, CFO, geography president, business unit head, founder/CTO and other key executive roles. Allen has worked with senior management and boards advising them on high-risk executive departures, new leader recruitment and effective on boarding.

Prior to founding Sockwell Performance Advisor,s Allen was Senior Vice President and Chief Talent Officer at Advanced Micro Devices (NYSE:AMD), a public Fortune 400 Company with revenues exceeding \$6B. At AMD, he led the worldwide Human Resource function including global business unit support, talent management, learning and organization development, compensation and benefits, employee relations and HR service delivery.

At AMD, Allen was a key member of the strategy and operating committees that implemented plans resulting in the longest period of sustained profitability in the company's history. A key element of this success was the improvement of AMD leadership capability by replacing over 50% of the global executive population. Allen led a restructuring of the compensation and benefits programs simplifying design, improving linkage to business performance and eliminating over \$20 million in inefficient annual spend. Throughout these restructuring efforts, AMD employee retention exceeded industry benchmarks and employee engagement scores improved dramatically. Allen also guided AMD through the divestiture of the Digital TV and Handheld units, the spin out of wafer manufacturing operations and integration of computer graphics leader ATI.

Before joining AMD, Allen served as Vice President of HR for a start-up that became a public company, Crossroads Systems (NASDAQ:CRDS), and Vice President of HR for the global supply chain and manufacturing operations of Compaq Computer where he led integration projects for DEC and Tandem Computers. He started his career at the IBM Corporation. Allen currently serves on advisory boards of 3 early stage companies.

Allen has a BS in General Management from Purdue University and has continued his professional development at the Harvard Business School, London Business School and Columbia University. He resides in Austin, Texas with his wife and five children.