

Bruce Cryer, M.A.
Curriculum Vitae

OFFICE ADDRESS

HeartMath LLC
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Boulder Creek, CA 95006
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HOME ADDRESS

340 Boulder Brook Drive
Boulder Creek, CA 95006

CITIZENSHIP

United States

PROFESSIONAL EMPLOYMENT

1998 – Present: President and CEO, HeartMath LLC

- Oversees all global strategies and operations for HeartMath LLC, as well as integration of HeartMath’s mission and vision into corporate, health care, education, sports, and technology markets.
- Guided the successful launch and established profitable growth of HeartMath LLC since its inception.
- Established HeartMath presence in Europe and Asia, including London, Amsterdam, Paris, Rotterdam, Hong Kong, and Singapore.
- Internationally acclaimed speaker featured at Stanford Business School’s Executive Program since 1997, in Lessons in Leadership Distinguished Speakers Series, as well as keynotes at major leadership conferences and presentations for Fortune 500 companies in the U.S., Europe and Asia, (See list under Presentations at Conferences and Universities below)
- Oversaw development of corporate, hospital and health professional product line. Responsible for the design, launch, and successful implementation of the Executive Suite, Power to Change Performance, and Power to Change Organizations corporate programs.
- Co-author of *Harvard Business Review* article, “*Pull the Plug on Stress.*” (2003)
- International executive training and consulting (See list under Training Programs for Leaders and Executives below)
- Spearheaded successful company turnaround after economic downturn starting late 2000.
- Authored *From Chaos to Coherence* (book and CD-Rom) with Doc Childre

1991 – 1998: Executive Director, Corporate Programs, Institute of HeartMath (IHM), Boulder Creek, CA.

- Helped launch the nonprofit Institute of HeartMath with founder Doc Childre.
- Co-created and launched IHM's Inner Quality Management® programs into corporate market with clients such as Motorola, Boeing, HP, Cisco, LifeScan, Cathay Pacific Airways, Packard Foundation, the World Bank, and Stanford Graduate School of Business. Programs are designed to enhance performance, creativity, innovation and productivity while at the same time reducing stress.
- Trained executives and top managers of Fortune 500 companies, military, government, and educational organizations. (See list in Presentations below)
- Developed presentations on a variety of topics: executive and management performance improvement, re-engineering the human system, corporate pressures/stress in a challenging economy. (See list of Speaker Topics below)
- Edited more than 10 books on human performance, learning, and stress reduction.

1989 – 1990: Business Consultant, Boulder Creek, CA.

- Consulted for several start up companies with focus on developing successful sales and marketing launch campaigns.
- Produced, directed, scripted, and edited earthquake safety and preparedness video (after 1989 Loma Prieta earthquake in San Francisco Bay Area.)

1980 – 1988: Biogenics, Inc. Vice President, Santa Cruz, CA

- Directed Sales and Marketing divisions, including corporate communications, all sales and marketing plans, international conferences, distribution network, packaging, and public relations.
- National speaker and writer
- Edited 15 health and advice books

1973 – 1979: Professional Actor, Dancer, Singer, New York City, NY

- Performed lead role in New York production of "The Fantasticks" for 700 performances (1973, 1975-1977)
- Appeared in New York Shakespeare Festival's production of "Agamemnon" (1977)
- Appeared in numerous commercials and two films
- Toured with "A Funny Thing Happened on the Way to the Forum," "Jesus Christ Superstar," and the Oberlin Dance Collective

SELECTED SPEAKER TOPICS

- Executive Readiness: Developing the Courage, Commitment and Coherence to be Ready for Change
- Coping with Corporate Pressures and Stress in a Challenging Economy
- The Promise of Coherent Leadership: Visionary Strategies for Corporate Cultures that Foster Communication, Trust, Commitment, Innovation, Creativity, and Sustainability
- Learning to Lead at the Speed of Balance
- Visionary Leadership: Developing Quantum Leaps in Performance, Productivity and Profits
- The Power of Coherent Leadership: Awakening Inspiration and Passion in Extraordinary Times
- New Intelligence for New Times: Growing Mental, Emotional, and Spiritual Bandwidth
- The Coherent Organization: Sustainable, Healthy, Compassionate, and Effective
- Moving Business Forward through Responsible, Effective Leadership
- The New Peak Performance: Bottom-line Strategies for Personal Productivity, Balance, and Profits
- Creativity, Intuition and Performance: Tools and Techniques for Facilitating Personal Excellence.
- Revitalizing the Heart in Business
- Transforming Stress in the Workplace: New Research and Practical Applications that Affect the Bottom Line
- Connecting Emotional Intelligence to the Bottom Line: The Power to Change Performance
- The Power to Change Performance: Strategies for Harnessing Organizational Chaos

PRESENTATIONS AT CONFERENCES AND UNIVERSITIES:

- Accelerated Learning Conference, Alexandria, VA, 2003
- American Occupational Health Conference, San Francisco, CA, 2000
- Appreciative Inquiry Conference, Baltimore, MD, 2001
- ASTD International Conference, Orlando, FL, 2001
- Global Institute for Leadership Development, San Diego, 2005 (keynote)
- Institute for Health and Productivity Management Conference, Scottsdale, AZ, 2002
- Lessons in Leadership Distinguished Speaker Series, Chicago; Grand Rapids, MI; Seattle; Dallas; Philadelphia; Washington, DC; San Jose, CA; 1999-2001
- Linkage Emotional Intelligence Conference, Chicago, IL, 2000
- Liz Claiborne Leadership Conference, Rye, NY, 2002
- Mexx Leadership Conference, Amsterdam, the Netherlands, 2003
- Nanyang Polytechnic University School of Business Management, Singapore, 1997
- NexusEQ conference, San Francisco, CA, 2000
- Restaurant Leadership Conference, Coronado, CA, 2002
- Spirit in Business, San Francisco, CA, 2003
- Stanford Executive Program, 1997 - present
- Stanford Sloan Program, Stanford, CA, 1998

- Stanford University Executive Briefings Series, Stanford, CA, 1998, 2003
- University of California Berkeley, Haas School of Business, Berkeley, CA, 1997
- YPO Events, Sedona, AZ, Westlake Village, CA, 1998-2000

TRAINING PROGRAMS FOR LEADERS AND EXECUTIVES:

- Aetna US Healthcare, Hartford, CT, 2000
- Agilent Leadership, Palo Alto, CA, 2002
- ASTD executives, Alexandria, VA, 2001
- AT&T Business Services, Basking Ridge, NJ, 1999-2001
- Bay Area Rapid Transit, Oakland, CA, 2001
- Bayer, Carefree, AZ, 2004
- Boeing, Costa Mesa, CA, St. Louis, MO, 2004
- BP, Chicago, IL, Houston, TX, 2000 - present
- Cathay Pacific Airways, Hong Kong, Los Angeles, CA, 1996-1999
- CIBC (Canadian Imperial Bank of Commerce), Toronto, Canada, 1995-1999
- Cisco Systems, San Jose, CA, 2000 - 2002
- CSX Transportation, Jacksonville, FL, 2003
- David and Lucille Packard Foundation, Monterey, CA, 1998 - present
- Dupont Textiles, Wilmington, DE, 2002
- EMC Corporation, Franklin, MA, 2000
- Equitable Resources, Inc., Pittsburgh, PA, 2003
- Federation of American Hospitals, Washington, DC, 2003
- Ford Motor Company, Dearborn, MI, 1998
- Hewlett-Packard, Aldermaston, UK, Palo Alto, CA, 1996 - present
- Idaho Power, Boise, ID, 2002
- International Center for Leadership in Finance (Kuala Lumpur), San Francisco, CA, 2004
- International Finance Corporation, Washington, DC, 2000
- International Society for Performance Improvement, San Francisco, CA, 1999
- Jefferson Government Relations, Washington, DC, 2002 - present
- Ladies Professional Golf Association (LPGA), 1997
- Leader Academy, Heerenveen, The Netherlands and Karlsruhe, Germany, 2001
- Leadership Network, Phoenix, AZ, 2002
- LifeScan (a J&J Company), San Jose, CA, 1997
- Liz Claiborne Europe, Voorschoten, Netherlands, 2004
- Lucent Technologies, Holmdel, NJ, 1998
- Motorola, Schaumburg, IL, Plantation, FL, 1995-1998
- NASA -- Goddard Space Flight Center, Greenbelt, MD, 2004
- National Emergency Management, Asheville, NC, 2002
- Naval Sea Systems Command College, Washington, DC, 2003
- Pacificare, San Antonio, TX, 2004
- Pebble Beach Golf Academy, Pebble Beach, CA, 2002
- PhRMA, Washington, DC, 2003
- Prudential Securities, various locations, 1998-2001
- Qualcomm, Inc., San Diego, CA, 2003
- Rohm & Hass, Deer Park, TX, 2003
- Sears, Hoffman Estates, IL, 2000

- Shands at AGH, Gainesville, FL, 2003
- Sun Microsystems, Palo Alto, CA, 2000
- Unilever, Rotterdam, the Netherlands, 2003 – present
- Women’s Executive Leadership Group, Napa Valley, CA, 2000, 2001
- World Bank, Washington, DC, 2000-2001
- Young Presidents’ Organization (YPO), Westminster, CO, 2004

MEDIA APPEARANCES, PUBLICATIONS AND INTERVIEWS:

- *Business 2.0* – 2000
- *Business Week* – 1994
- *California Business* – 1993
- *Christian Science Monitor* – 1998
- *CNN "Lou Dobbs"* – 2003
- *Executive Excellence* – 1996
- *Harvard Business Review* – 2003
- *HP World* – 2000
- *HR Magazine* – 2003
- *Inc* magazine, 1999
- *Industry Week* – 1994
- *Journal of Innovative Management* – 1999
- *Journal of Stress Medicine* – 1997; 12(3):167-175.
- *New York Times* – 2003
- *San Jose Business Journal* – 1996
- *San Jose Mercury News* – 1995
- *T + D (Training and Development)* – 2002
- *The Denver Post* – 1994
- *The Healthy Workplace* – 1997
- *Toronto Star* – 1995
- *Training Magazine* – 1996 and 2000
- Author, “New Hope for the Nurse Shortage” White Paper, 2004.
- Author, “Contact Centers: Creating the Environment for Profitability” White Paper, 2004
- Co-author, *From Chaos to Coherence* book and CD-Rom, 2000
- Co-author, “An Inner Quality Approach to Reducing Stress and Improving Physical and Emotional Wellbeing at Work”, *Stress Medicine*, 1997
- Co-author, 5 articles for HR.com , May, 2003 to September, 2003 (Titles: “All Stressed Up and Nowhere to Go?”, “Balance is an Inside Job”, “The Physiology of Peak Performance”, “Meet the Most Powerful Stress Manager: Your Heart”, “Stalking the Emotional Virus”)

BOOKS EDITED

- *A Parenting Manual; Heart Hope for the Family*, by Doc Childre, 1995
- *Cut-Thru – Achieve Total Security and Maximum Energy, A Scientifically Proven Insight on How To Care Without Becoming a Victim*, by Doc Childre, 1995
- *Freeze-Frame® – Fast Action Stress Relief, A Scientifically Proven Technique*, by Doc Childre, 1994, 1998

- *Heart Smarts* by Doc Childre, 1991.
- *Hidden Power of the Heart; Achieving Balance and Fulfillment in a Stressful World*, by Sara Paddison, 1992
- *Self-Empowerment – The Heart Approach to Stress Management*, by Doc Childre, 1992
- *Teaching Children to Love; 80 Games & Fun Activities for Raising Balanced Children in Unbalanced Times*, by Doc Childre, 1996
- *The How to Book of Teen Self Discovery – Helping Teens Find Balance, Security and Esteem*, by Doc Childre, 1992.

EDUCATIONAL BACKGROUND

1975 Oberlin College
Oberlin, OH
Bachelor of Arts, Theater Arts

1981 University of the Trees
Boulder Creek, CA
M.A., Communications

AWARDS, MEMBERSHIPS, AND APPOINTMENTS

1995 – Led team of Motorola managers and executives which won Total Customer Satisfaction Competition -- Creativity and Innovation Award – based on HeartMath case study

1995 – Faculty, YPO International University

1997 - present – Faculty, Stanford Executive Program

1999 - present – ASTD (member)

2000 - present – Society for Organizational Learning (member)

2004 – Faculty, International Center for Leadership in Finance

2004 – Adaptive Business Leaders (member)

PERSONAL INTERESTS:

A significant passion for:

- My wife (Sibyl) and daughter (Elysia)
- The ocean and mountains; anywhere warm
- Music, especially R&B, soul, and funk
- Hiking in the Santa Cruz Mountains and sitting on the deck of our home
- Athletes and leaders who can perform “in the clutch”
- Helping the world transform to a new level of health, fulfillment, and cooperation

MARITAL STATUS

Married: Sibyl Greene Cryer

Daughter: Elysia Joy Cryer