



# Ron M E D V E D

VICE PRESIDENT OF BUSINESS DEVELOPMENT

As Vice President of Business Development for The Pacific Institute, Ron Medved's responsibilities include support and coordination of the Institute's project directors in North America. Project directors are individual entrepreneurs and affiliate companies who partner with TPI to deliver the Institute's curriculum, designed implementations, and integrated consulting services. In addition, Ron plays a primary role in the Institute's ongoing inquiry into new business models and the innovative use of technology, allowing The Pacific Institute to reach wider audiences with enhanced learner effectiveness.

As a former senior project director himself, Ron brings 20 years of experience designing strategies to help organizations mobilize the power and creativity of the human enterprise. His client work at TPI included managing long-term service relationships with organizations like *NASA; Rockwell International; Hughes Aircraft; Westinghouse-Hanford; General Electric/RCA; Chicago Title & Trust; Boston Edison; Digital Equipment Corporation; Argonne Laboratories; Westin Hotels; National Defense University; Defense Logistics Agency; and the Air War University.*

Originally, Ron joined The Pacific Institute in 1976 and is credited as having helped pioneer the Institute's early foray into video education. In 1996, he took a hiatus from his Institute work to establish a private consulting practice – offering strategic planning, organizational development, and executive coaching services. In the two years before re-joining TPI in 2003, Ron expanded his consulting expertise to include the design and implementation of web-based, learning solutions.

Ron is a graduate of the *University of Washington* where he was a team captain, inspirational award winner, and academic All-American football player for the Huskies. After a five year professional football career in the *National Football League*, Ron's early business career included work as a stockbroker and as the president of a regional, NASD broker-dealer firm, specializing in the raising of capital to build low-income and elderly housing.



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