

# Colleen M. Growe

Founder, CMG

*“I help leaders sound like themselves, at their sharpest.”*

## The Persuasive Communicator.



How leaders communicate is a critical component of how they lead. Whether it's the boardroom or the all-hands, the earnings call or the press, persuasive communication is a driver of strategy execution.

For nearly four decades I've coached C-suite executives setting strategy and motivating teams through transformation, senior leaders building credibility in new roles, physician-scientists translating complex data for investors and regulators, and spokespersons working under media scrutiny. I help leaders sound like themselves, at their sharpest.

My background spans politics, issues and crisis management, and multi-award-winning television production. I founded CMG in 1988, serving leaders at Fortune 500 and high-profile companies in BioPharma, Media, Tech, and Financial Services—from one-on-one executive coaching to equipping teams for enterprise events.

### — AREAS OF PRACTICE

#### Executive Coaching

Coaching executives, physician-scientists, and senior leaders one-on-one as they grow into bigger roles, sharpen their leadership presence, or prepare for earnings calls, Board meetings, town halls, and Congressional hearings.

#### Message Strategy

Crafting a compelling, credible narrative by deploying a proven Message Mapping process that enables the translation of the leader's expertise into an actionable Story Flow Narrative.

#### Speaker, Media & Regulatory Readiness

Preparing executives, physician-scientists, and spokespeople to perform under scrutiny during media engagements, Fireside Chats, and FDA, EMA and ACIP Advisory Panels.

#### Investor, R&D & Industry Events

Equipping teams to deliver a cohesive, persuasive performance and master Q&A for Investor & R&D Days, capital raise Road Shows, media Upfronts/Newfronts, and Customer Engagements.

### — HOW I THINK

**Strategic Readiness** — *The Three A's: Audience. Ambition. Arc.*

**Compelling POV** — *The Expert's Dilemma: data don't speak for themselves.*

**The Chess Q&A Mindset** — *It's not ping pong. It's chess.*

*“Colleen has a unique gift of understanding the power of narrative to help people make sense of complicated situations, influence groups and bring the best out in teams and leaders.”*

**CHRIS McCARTHY**  
co-CEO, Paramount Global

### — SELECTED CLIENTS

Bristol Myers Squibb · Merck  
Genentech · Novartis · Regeneron ·  
Sanofi · BioNTech ·  
Paramount Global · Apple TV · Hulu ·  
Showtime · MTV · Wolters Kluwer ·  
Workday · Meta · Broadcom ·  
Cantor Fitzgerald · GE Capital ·  
LendingTree · Wayfair

### — HONORS

Pinnacle Award  
American Women in Radio & Television  
Award of Excellence  
IABC A.C.E. Awards  
Grand Questar Award  
Academy of Communications  
Arts & Sciences  
Big Apple Award  
PRSA, New York

*“Colleen is the best-of-the-best at helping our executive team turn complex industry and financial data into effective messages — moving us from lengthy scripts to concise ‘Road Maps’ that tell a compelling story.”*

**BARRY DAVIS**  
CEO, EnLink Midstream Partners