

“I would describe coaching with Anna as not prescriptive, asking you to reflect and to consider if you are making the best choices based upon leadership goals.”

—Director / Program Participant



ANNA BALDWIN

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REFOCUS, REINVENT, AND REJUVENATE

Anna Baldwin is an award winning Operations Strategist with 20-plus years of professional experience. She is a Principal at DoorTwo. As the Chief Operating Officer at Innovative Dining Group and Native Foods Café, Anna was responsible for providing the strategic and tactical operational leadership to leverage the passion and culture to achieve sales, earnings and growth targets. She is grounded in systemic processes to refocus, reinvent and move sales and performance to the highest level.

INNOVATIVE PROCESS STRATEGIST

PRIOR TO SERVING AS A COO at Innovative Dining Group, Anna catered to restaurants, wireless and other retail companies to grow sales and profitability. Her specialty is as an Innovative Process Strategist with a proven ability to analyze the business in order to understand and prioritize the core issues facing the company.

At Darden Restaurants Anna was a member of a key engineering team that partnered with Kempner-Tregoe, an expert in systematic, data driven approaches to root cause analysis.

Anna took an unusual career turn from restaurants to wireless to diversify her background. She had an unusually fast

“Reaching beyond yourself to help improve the lives of others is how you become the best version of yourself.”

—Anna Baldwin

career path with Verizon Wireless. Anna led the retail sales team from the bottom 10% of performance to the top 1% of all sales teams in the nation.

She was promoted to the Business channel as an Associate Director, and then promoted to lead the Retail Operations team in Southern California.

By capitalizing on her experiences in the restaurant business combined with a thirst for knowledge and a drive to be the best, wireless helped Anna to have the necessary skills to start her own consulting practice prior to joining DoorTwo.

As a consultant, Anna designed and implemented a wide range of programs including performance management, developed a licensing program for wireless, gap analysis, due diligence, B2B sales training, leadership development, crucial conversations, P&L training, strategic selling, strategic planning, brand revitalization, large system implementations, conflict resolution, manpower planning, strategy for effective meetings and leadership succession planning.

Anna lives with her husband, Ed, just outside of Asheville, NC. In her spare time she enjoys visiting her daughter Brianna and “Grandhorse” in MD, and keeps busy hiking with her two rescue dogs, paddle boarding, golfing and traveling. Anna and Ed have visited over 25 National Parks and the journey continues.

Anna is currently a Board Member at Red Bucket Equine Rescue (non-profit) in Chino Hills, CA and has been involved with the organization since 2009.

EXPERIENCE

- Native Foods
- Innovative Dining Group
- General Mills

EDUCATION

- Bachelors in Psychology, Boston College

AREAS OF EXPERTISE

- Aligning Leadership Teams
- Aligning Strategy and Culture
- Applied Radical Candor
- Assertive Communications
- Assessment Coach
- Building Organizational Learning Communities
- Business Ethics and Strategy
- Business Strategy
- Candidate Selection and Cultural Fit
- Change Management
- Communication
- Conflict Resolution / Management
- Crisis Management
- Culture and Climate Transformation
- Employee Engagement Specialist
- Energy and Performance Management
- Followership
- Leadership Development
- Motivation Theory and Achievement
- Organization Development
- Shared Leadership

To meet Anna and book a consultation, call [+1-310-515-7555](tel:+1-310-515-7555)