

WENDY L. HECKELMAN, PH.D. AUTHOR, FOUNDER, AND CEO



MEDIA KIT



WENDY L. HECKELMAN, PH.D. | BIO

Founder and CEO of WLH Consulting, Inc. and WLH Learning Solutions

Wendy L. Heckelman, Ph.D., founder and CEO of WLH Consulting, Inc. has advised and consulted on hundreds of major change initiatives in the United States, Europe, Latin America, and Asia. For nearly 30 years working with Fortune 100 clients, including pharmaceuticals, biotech, health care, animal health, and consumer products organizations, Wendy has helped leaders and individuals prepare for and thrive during turbulent and transformative change. In addition to her broad-based multinational experience, Wendy has worked with many non-profits and emerging entrepreneurial organizations, helping them successfully navigate change and transformation.

EDUCATION

Wendy received her undergraduate degree from the University of Miami and holds M.S. and Ph.D. degrees in Organizational Psychology from Columbia University, and a Master's in Education in Counseling from Columbia University. She is an adjunct faculty member who serves on Columbia University's Executive Program on Organizational Development.

DESIGNATIONS

Wendy serves as Regional Head of Corporate Partnerships for the Healthcare Businesswomen's Association (HBA). She is on the advisory board of Southeast Medical Device Association (SEMDA) and the Alliance Theatre.

WLH CONSULTING, INC.

WLH LEARNING SOLUTIONS

Consulting and Learning Solutions for
Pharmaceutical and Life Sciences Companies



STATISTICS

Check out these useful marketing statistics to give you some indication of our reach and scope.

3.5K

Web Visitors/Monthly

8.2K

Email List Subscribers

2K

Podcast Views/Monthly

3000 +

LinkedIn

450 +

Twitter

250+

Facebook/Instagram



CLIENTS AND AFFILIATIONS

Wendy has worked with various organizations and serves as an affiliate to the following:



Bristol-Myers Squibb



AstraZeneca



zoetis



AKCEA
THERAPEUTICS

PUBLICATIONS AND PROFESSIONAL JOURNALS

Wendy has also written for numerous publications throughout her thirty year career.

THE CHANGE
CHAMPION'S
FIELD GUIDE
Strategies and Tools for Leading Change in Your Organization



BERMAN FINK VAN HORN P.C.
Attorneys at Law



P360
THE ESSENTIAL RESOURCE FOR PHARMA MARKETERS



AREAS OF EXPERTISE

Wendy L. Heckelman, PH.D. has been helping organizations, teams, and individuals think, plan, and execute with excellence.



WLH Consulting Services

A management consulting firm with close to 30 years of experience offering **proven solutions** that help pharmaceutical companies **execute mission critical strategies, grow strategic accounts, and optimize human capital**. Companies rely on WLH for support in defining and executing large-scale change and supporting their ability to effectively compete in an evolving healthcare marketplace. We work with our clients to help transform their organizational cultures to ensure they are diverse, equitable and inclusive. WLH has proven to be “best in class” at engaging rapidly and collaborating closely with each of its clients to develop sustainable solutions resulting in remarkable and measurable differences.

WLH Learning Solutions

WLH's blended learning solutions are designed to deliver next generation capabilities in dealing with change, building business acumen and account management capabilities and developing leaders at all levels. Fundamentally, WLH builds learning under our **Learn. Do. Inspire.** philosophy. All programs include on-the-job application activities designed to pull-through learning, improve problem solving, and foster collaboration to drive sustainable change and measurable improvement. WLH specializes in supporting L&D leaders in defining their strategy and developing learning journeys, especially when the business is undergoing large-scale change and is seeking to obtain competitive advantage.



WLH Consulting, Inc. has been a great partner as we scaled for growth and faced various industry challenges. I can rely on Wendy and her team to bring thoughtful insights, expertise, and dedicated partnerships. - CHIEF COMMERCIAL OFFICER



DEALING WITH
CHANGE



HUMAN CAPITAL
OPTIMIZATION



COMMERCIAL
EXCELLENCE AND
ACCOUNT
MANAGEMENT



LEADERSHIP
EVOLUTION

CHANGE AND THRIVE BOOK

CHANGE AND THRIVE: A Modern Approach to Change Leadership



As a leader in an organization, you face many challenges and critical decisions to successfully navigate change. The very essence of change is that it can happen quickly, right before your eyes. By its nature, change is disruptive and can throw even the most skilled leaders and individuals off balance. Fortunately, with proper planning and preparation leaders can not only handle change, but also thrive!

Change and Thrive offers a breakthrough approach to managing and leading change! Rooted in the principles of emotional intelligence and organizational psychology, Change and Thrive presents practical and adaptable concepts, applicable to any organization or situation.

Drawing from the time-tested and research-based 5C's of Transition Leadership® framework, the author provides readers with a systematic methodology successfully used in multiple organizations and settings. This powerful handbook will enable you to navigate any change initiative with the confidence and skills necessary for success!

We all recognize that change is a constant and that we should be more change agile if we want to be recognized as top talent, so I'm grateful to have Wendy's easy-to-follow roadmap on how to not only make change happen, but to thrive as a successful leader of change.

- LAURIE COOKE, PRESIDENT & CEO, HEALTHCARE BUSINESSWOMEN'S ASSOCIATION

PUBLICATIONS

Articles Written and Published By Wendy L. Heckelman, PH.D.

Change Agility and Cultural Transformation

- Your R for Leading During Difficult Times – Focus Magazine, LTEN, Spring 2020
- Change Agility: A Winning Capability at All Levels – Focus Magazine, LTEN, Fall 2017
- Five Critical Principles to Drive Organizational Change – OD Practitioner, 2017
- Driving Cultural Transformation During Large-Scale Change – OD Practitioner, July 2013
- Leveraging Diversity: A Case for Change – OD Practitioner, 2007
- Jump Starting a Corporate Merger – OD Practitioner, 2004

Business Planning and Account Management

- Developing Business Acumen in Life Sciences, Focus Magazine, LTEN, Summer 2020
- Creating Account Managers. Building an Internal Bench, Focus Magazine, LTEN, Spring 2020
- Account Management Training for Specialty Drugs – Focus Magazine, LTEN, Spring 2019
- Culture of Collaboration: Challenges and Best Practices– Focus Magazine, LTEN, Spring 2018
- Connecting the Dots...10 Lessons Learned for Creating an Account Management Mindset – LTEN – Fall 2017
- Executing a Key Account Management Strategy, Focus Magazine – LTEN, Fall 2015
- Best Practices for Developing Business Acumen and Planning Skills in Field Organizations – Society of Pharmaceutical and Biotech Trainers (SPBT) Bonus In Focus, April 2014
- What the Buzz is About: As companies demand more from their reps, business acumen becomes an essential skill – Pharmaceutical Representative, June 2011
- A Sturdy Framework: Improving field force business planning requires managers to run each sales territory as if it is a self-contained business operation – Pharmaceutical Executive, February 2010

Human Capital Strategy Development

- Retaining your Talent in Life Sciences – Focus Magazine, LTEN, Fall 2018
- Leader-Led Learning: Developing Capabilities – Focus Magazine, LTEN, Fall 2014

Field Effectiveness

- Boosting Sales Effectiveness with Better Field Collaboration – Focus Magazine, Fall 2013

Pharmaceutical Compliance

- Field-Based Monitoring: Mitigating Risk, Maximizing Success – Focus Magazine, LTEN, Spring 2015

CONFERENCE PRESENTATIONS

Keynote Presentations By Wendy L. Heckelman, PH.D.

- Your R for Leading During Difficult Times –HBA (Webinar), April 2020
- Your R for Leading During Difficult Times –Women’s Media Group (Webinar) , April 2020
- The Business Benefits of Recruiting and Retaining Diverse Employees in Leadership Roles, Berman Fink Van Horn P.C., February 2020
- The Differences between Coaches, Mentors and Sponsors, HBA Ambassadors Program (Webinar), February 2020
- Creating Change Agility – Southeastern Medical Device Association - SEMDA (Webinar), February 2019
- Leading Culture Change – Project Management Association - PMI (Webinar), February 2019
- Strategic Change Implementation: An Approach to Steady the Ship during Rough Waters, OD Network Conference, October 2018
- Retaining High Performing Women: Factors and Lessons Learned, OD Network Conference, October 2018 (Poster Presentation)
- Strategies and Tactics for Retaining Female Talent in the Biopharma Industry – HBA (Webinar), September 2018
- Driving Skill & Knowledge Application through Competitive Simulations – Presentation with Ignite Selling – LTEN Conference, June 2018
- “Retention Factors Women in Leadership – Poster for HBA Annual Conference” November 2017 (Poster Presentation)
- “Navigating the Changing Healthcare Landscape” – HBA Conference, November 2015 (Workshop)
- Soundview Author Summit – Executive Coaching Panel Member, January 2015
- Responding to the Changing Healthcare Landscape: A Framework to Empower Leaders to Executive Change Initiatives – HBA Conference, November 2014 (Workshop)
- Leader-Led Facilitation: An effective Methodology for Developing Leadership Capabilities – The Conference Board, October 2014
- The 5C's of Transition Leadership® – Equipping Leaders to Execute strategic large-scale change – SPBT Annual Conference, June 2013
- Business Acumen for the Strategic HR and OD Business Professional – South Florida OD Network, 2013
- Driving Cultural Transformation Key Principles and Best Practices – Best Practices Institute, 2012
- Business Acumen for the Strategic HR and OD Business Professional – Florida SHRM, 2011
- Developing an Integrated Human Capital Strategy – Local SHRM chapter, 2010
- Driving Cultural Integration After a Fortune 100 Merger – OD Network, 2010
- Driving Operational Execution: A Strong Partnership between OD/HR and Senior Leaders Leading to Implementation Success – OD Network, 2006
- Merging in the Fast Lane: Lessons Learned In Leadership Development – OD Network, 2004

CHANGE AND THRIVE PODCAST

New Episodes Every Wednesday at 8:00 AM and 3:00 PM EST

Rooted in the principles of organizational psychology and leadership development, Dr. Wendy L. Heckelman and the WLH team present practical tips and tools to help any organization thrive during change. Listen to the podcast on your favorite platform and watch the interactive visual on all social media platforms.



CHANGE AND THRIVE

with Dr. Wendy L. Heckelman



PUBLIC SPEAKING RATES

Invite Wendy L. Heckelman, PH.D. to Speak at Your Organization



Keynote Presentation - \$15,000 Investment

Custom Workplace Workshop (up to 4 hours w/ custom PowerPoint presentation and custom handout materials) - \$37,500 Investment

Custom PowerPoint Presentation (1 hour) - \$5,000 Investment

Panel Moderator (up to 2 hours) - \$5,000 Investment

Day rate for Videos/Interviews/Media (up to 4 hours) - \$5,000 Investment (\$750 per hour thereafter)

Sponsored YouTube Video (up to 10 minutes) - \$1,000 Investment

Blog Post/Article (up to 1,000 words) - \$1,000 Investment

Live FB/IG/Webinar (1 hour) - \$1,000 Investment

Twitter Chat (1 hour) - \$1,000 Investment

Sponsored Tweet/ Facebook/Instagram Post - \$350 Investment

SPEAKING RATES DETAIL

YOUR INVESTMENT INCLUDES:

- A personalized, one-on-one phone consultation prior to your event, in which we will go over all the details together.
- Allocated time for planning, including conference calls with Wendy and the event's organizers.
- Development of unique and interactive content to meet the needs of the event.
- Creation of customized sustainability tools for the event, if needed.
- Development of a customized, interactive PowerPoint presentation, if needed.
- Giveaways and presentation materials for every event guest.
- Delivery of the presentation in Wendy's intelligent, clear and fun signature style.
- Development of an engaging marketing and social media plan in collaboration with your organization.

TRAVEL POLICY:

In addition to Dr. Heckelman's speaking fee, reasonable travel expenses are charged to your organization. These expenses may include round-trip airfare, lodging, ground transportation, parking and/or meals. Travel arrangements can be made directly by your organization (typically the more economical option) or WLH Consulting, Inc. may be reimbursed for these expenses following the engagement.

PAYMENT POLICY:

A deposit of 50% of the speaking fee holds the date when you book an engagement. Your event will not be confirmed until the deposit has been paid. The balance is due upon program delivery.



TESTIMONIALS

WLH was my go-to shop for everything for human capital. Our projects were global and the WLH team understood the nuances by market while still looking to achieve a consistent roll-out. They definitely helped with embedding development planning and tools into our culture and markets.

- SR. HR LEADER, GLOBAL PHARMACEUTICAL COMPANY

In our fast-paced and ever-changing world, the ability to lead through change has become more important than ever. The pragmatic approach outlined in Dr. Heckelman's book, *Change and Thrive*, is a great roadmap for any business leader.

- LAUREN SABELLA, CHIEF COMMERCIAL OFFICER, ACORDA THERAPEUTICS

As a growing biotech we wanted to make sure our field force engaged in compliant HCP interactions. More importantly, we wanted to create a culture of compliance. The WLH team integrated compliance into our coaching processes and trained field managers. Our proactivity helps me sleep at night.

- HEAD OF REIMBURSEMENT SERVICES, GROWING BIOTECH

Change requires everyone—with their individual personalities and abilities—at the grand table and fully engaged. Wendy's modern-day guide, *Change and Thrive*, not only reinforces the type of leadership that welcomes inclusion but also, properly recognizes it as a guarantee of better solutions and results. The Coaching chapter, "Guide All Be All," in particular, is a standout for inclusive leadership!

- SUSAN MACKENTY BRADY, SIMMONS UNIVERSITY

Wendy and her team partnered with us to ready our field leaders to execute a large field force redesign. The 5C's of Transition Leadership® was rolled out to our 250 field managers and helped them develop a game plan to jump-start their teams and coach through change.

- SENIOR VICE PRESIDENT, SALES, GLOBAL PHARMA

GET IN TOUCH WITH WENDY

For companies seeking a competitive advantage, Wendy L. Heckelman, PH.D. and WLH offer diagnostics expertise, scientific rigor, and partnership to drive sustainable change and measurable improvement.

- **General Inquiry:** Would you like to learn more about how Wendy can help your organization *Change and Thrive*? Call her directly 954-385-0770.
- **Hire Wendy to Speak:** If you would like to invite Wendy to keynote your conference and speak to your employees, the best way to get in touch is by visiting www.wlhconsulting.com.
- **Press:** For all interviews, media opportunities, and anything else press-related please email info@wlhconsulting.com.
- **Interested in a Signature Virtual Workshop?** Learn from our Senior-Level Consultants in this one-hour, fully immersive presentation.
- **Hire WLH Consulting, Inc.:** Learn more about our services, please visit us at www.wlhconsulting.com



LEARN. DO. INSPIRE.

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