



ENGAGE. DEVELOP. SUCCEED.

## Professional Biography

**Ford R. Myers** is “The Executive Career Strategist” and President of Career Potential, LLC. Since 1992, he has been providing professional services in career consulting and executive coaching. After counseling thousands of individuals on their careers, Ford drew from his diverse experience to create Career Potential – a powerful new approach to career management.

Ford works directly with executives and professionals, helping them to take charge of their careers, create the work they love, and earn what they deserve! The firm also advises organizations on attracting, developing and retaining premium talent.

For those who aspire to become successful independent career coaches, Career Potential offers a leading training and certification opportunity called “Ultimate Career Consultants” – ([www.UltimateCareerConsultants.com](http://www.UltimateCareerConsultants.com)).

Ford has served on the staffs of three prominent career management firms – Right Management Consultants, Manchester Partners International, and Lee Hecht Harrison, where he was Vice President, Director of Professional Services. In recognition of outstanding business contributions, both Right Management Consultants and Lee Hecht Harrison honored Ford with professional service awards.

He is author of two books: [Get The Job You Want, Even When No One’s Hiring](#) (published by John Wiley & Sons), and [The Ultimate Career Guide](#). Ford’s articles and interviews have appeared in hundreds of publications, including Inc. Magazine, Fortune Magazine, Money Magazine, US News & World Report, Men’s Health Magazine, The Wall Street Journal, The Chicago Tribune, The New York Times, The Philadelphia Inquirer, Crain’s Investment News, The Washington Post, The Miami Herald, The Baltimore Sun, The Dallas Morning News, ExecuNet’s CareerSmart Advisor, The Houston Chronicle, and The Seattle Times. In addition, Career Potential publishes a monthly e-newsletter titled “Your Career Advocate.”

Ford has conducted presentations at many organizations, including Society for Human Resource Management, International Society for Performance Improvement, American Society for Training and Development, Princeton University, Harvard University Alumni Association, Greater Philadelphia Senior Executive Group, The Urban League of Philadelphia, Temple University, Institute of Management Accountants, Eastern Pennsylvania Healthcare Executives Network, Association of Career Professionals International, and Association for Psychological Type. He has also appeared as a career management expert on many television and radio programs, such as CNN, NBC, CBS, Fox, ABC, Comcast, PBS, CBS Radio Network, National Public Radio, Clear Channel Radio Network, Infinity Radio Network.

Ford’s education includes: a Bachelor’s Degree in Communications, and a Master’s Degree in Human Resource Development. He has studied extensively with The Coaches’ Training Institute and National Training Laboratories. Ford is a Certified Executive Coach and a Certified Career Consultant for Myers-Briggs Type Indicator, Strong Interest Inventory, Leadership Effectiveness Analysis, Personal Directions and other career assessments.

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