

Sean Gallagher

Helping clients build world-class organizations

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Summary

We help clients build high performing teams. By employing innovative research, real-world experience and humor, we help clients reduce team friction, increase team effectiveness and have more fun.

Experience

President at Influence Success

July 2013 - Present (3 years 1 month)

Why aren't all work teams high performing?

Teams engage in social interaction to solve problems. Because emotions grow out of social dealings, emotion is an unavoidable influence in groups. Emotions are profoundly linked to how team members interact and what they achieve.

For nearly 20-years scholars have been detailing the importance of team emotional intelligence. Group emotional intelligence relates to the ability to develop a set of norms that manage emotional processes so as to foster trust, group identity, and group effectiveness.

Creating high performing teams is not rocket science. It does require some education, work and persistence. And when a team is performing at its best, it achieves its goals and enjoys its work. It also infuses a sense of success in its members that seems to make all things possible!

Team emotional intelligence drives success.

The Influence Success Company helps clients build high performing teams through assessments and providing coaching, training and other advisory services.

Senior Director, Marketing at Insulet Corporation

January 2011 - June 2013 (2 years 6 months)

I led the turn around in the marketing organization's effectiveness and played a key role in helping Insulet achieve its first cash flow positive quarter since it's founding.

Key results include:

- Doubled market share from 7% to 15% between Q1 2011 and Q1 2013
- Increased OmniPod brand sales 73% over my 2.5 year tenure, reaching \$48.1 million in Q1 2013
- Created a new sales funnel process and developed a telesales program, resulting in increased DTC new patient acquisition from 22% of all new OmniPod patients in 2011, to 34% in 2012
- Decreased DTC media spend in 2012 by 52% as a result of better sales funnel management and more targeted media buys.
- Generated an amazing 54 point increase in target Endocrinologist Net Promoter Score (NPS) results between Q2 2012 and Q2 2013, and a 29 point increase in target Diabetes Educator NPS results in the same period
- Reduced annual marketing budget by 8%

How were these results achieved? First, we must acknowledge the wisdom from a 450-year-old poem that opens with the following two lines: “No man is an island, Entire of itself.”

I started the transition with the members of the marketing team. I empowered them to make decisions while providing strategic guidance, advice, feedback, ideas and encouragement.

We changed the department’s culture to one that emphasizes data-drive decision-making, customer focus, competitor awareness, strategic alignment, cross-functional collaboration, and personal responsibility. There is much more to the story, but success is based on how you work with and lead people.

Executive Vice President at MarketCulture Strategies

June 1999 - December 2010 (11 years 7 months)

Working with senior executives, I helped them create high-performing marketing teams by significantly raising their marketing team’s skill sets and processes. At a higher level, I guided executives in the process of creating relentlessly market-focused organizational cultures that delivered superior results.

I’ve discovered that a company’s organizational culture is what really separates the winners from the losers.

A market-focused culture is the driver of sustained profitable growth. Yet very few executive teams know how to cultivate a market-focused culture. At MarketCulture Strategies did original research on the behaviors that characterize market-focused cultures. While easy to understand and manage, a market-focused business requires a specific leadership approach.

I've worked successfully with clients in specialty chemicals, telecommunications, computers and peripherals, and other industries.

Client names include Telstra (Australia), Abbott Laboratories, Smith & Nephew, Hewlett Packard, Rohm & Haas, ATMI, and many others.

President at Gallagher Management, Inc.

June 1999 - September 2007 (8 years 4 months)

Lecturer in Marketing at Boston University Graduate School of Management

2002 - 2004 (2 years)

Director of Sales and Marketing at Rare Earth Medical / CardioFocus

1996 - 1999 (3 years)

Senior Product Manager at C.R. Bard

1992 - 1995 (3 years)

Marketing Manager at 3M

1982 - 1991 (9 years)

Publications

How CEO's can promote a strong market culture.

Strategy & Leadership / Emerald Group Publishing 2008

Authors: Sean Gallagher, Linden Brown PhD, Chris Brown, CCXP

Purpose – The authors believe that corporate culture, if correctly aligned with the external environment, is the key to long-term organizational success. The paper aims to explain how CEOs can take an abstract concept like culture, visualize it, and take steps to harness its power to create enduring competitive advantage in the marketplace.

Design/methodology/approach – Based on previous research, the paper hypothesizes that a strong market culture exhibits high ratings on six dimensions of corporate beliefs and behaviors related to: customer insight, competitor awareness, collaborative approach, criteria for decisions, CEO leadership, and a deep organizational commitment and contribution of all functions to creation of superior value for customers, profitably.

Findings – The case study of Telstra is presented to illustrate how their concept works in practice.

Practical implications – The paper offers the authors' 6Cs Model as an actionable framework for building a strong market culture. Significant steps can be taken in each of the Cs to strengthen a company's market culture.

Originality/value – The paper offers a prescription for market culture change. Each of the six dimensions of the 6Cs Market Culture Model is discussed, concluding with specific steps for leaders to foster the attributes of the dimension

A Strong Market Culture Drives Organizational Performance and Success

Employment Relations Today / Wiley Periodicals 2008

Authors: Sean Gallagher, Linden Brown PhD, Chris Brown, CCXP

A company's culture influences everything it does. As a large body of research proves, culture is the driver of business performance. Specifically, this article describes how a strong market culture can help companies outperform the competition and achieve unparalleled financial performance. The world's most successful business leaders agree that corporate culture, if correctly aligned with the external environment, is the glue that ensures long-term organizational success. The 6Cs Market Culture Model was created to help business leaders organize their thinking and focus their initiatives for organizational and financial performance improvement: 1. creation of superior customer value, profitability, 2. customer insight, 3. competitor awareness, 4. collaborative approach, 5. criteria for decision making, and 6. CEO leadership. Because HR executives are charged with both stewardship of the firm's human resources and the profitable management of the organization, they have a duty to lead the initiative to leverage this critically important asset.

Skills & Expertise

Product Development

Competitive Analysis

Cross-functional Team Leadership

Market Research

Marketing

Market Analysis

Strategic Planning

Strategy

Business Planning

Team Building

Leadership

Entrepreneurship

Management

Change Management

Program Management

Product Management

Marketing Strategy

Product Launch

Medical Devices

Sales Operations

Salesforce.com
Segmentation
Product Marketing
Training
Market Planning
Market Development
Start-ups
Sales Management
Commercialization
Analytics
Analysis
Sales
Management Consulting
Selling
Marketing Management
Executive Management
Business Development
Strategic Partnerships
Budgets
Consulting

Education

Babson College

MBA, Marketing, 1984 - 1988

University of Massachusetts, Amherst

BA, Political Science, 1979 - 1981

Interests

Team building. Management and leadership training.

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27 people have recommended Sean

"Sean conducted an Influencing Skills workshop for our product management team of 20, with a variety of career experiences. Sean did a great job with assigning pre-readings and instruction prior to the workshop and delivered the workshop as a one day session, with follow-up instructions included. It was a great workshop and Sean did a fantastic job of delivering the content with his engaging style. The reviews from the product management team were consistently exceptional. The team enjoyed the day, appreciated the content and learned valuable influencing skills to use immediately at work. Sean also conducted a follow up meeting two months later after assigning team assignments which focused them on applying specific influencing skills to work. The follow-up session was also entertaining and engaging in the teams all put in some extra effort to deliver presentations. I wouldn't hesitate to hire Sean again for other workshops he offers. He knows the material well, has exceptional experience and a great delivery to keep the audience engaged throughout the meeting. Overall a big success for a team and organization."

— **Ken Dieselman**, *VP Global Product Management, K2M*, was Sean's client

"Sean is without doubt one of the best leadership facilitators and coaches in the world. I have had the pleasure of working with him in Europe, North America and Australia and he consistently delivered outstanding results for our clients. I highly recommend his work on influencing, a critical skill in today's flat dynamic business environment. "

— **Chris Brown**, *CCXP, Co-Founder and CEO, MarketCulture Strategies*, managed Sean indirectly at Influence Success

"Sean is an energetic and engaging facilitator, who's experience shines through with the passion he brings to teaching"

— **Alan Colvin**, *HR Director - Corporate Units and Wholesale, Telstra*, was Sean's client

"I recently attended Sean's workshop "The Influence of Success" and found it to be immensely valuable. The course was very interactive, educational and fun! It was evident that Sean is a subject matter expert in the areas of influence and persuasion, but he did not simply dictate subject matter materials. Instead, he created a true learning environment that fostered dynamic communication between the group members. By working with the attendees to actually apply the concepts to real world projects, he was able to capture the audience's

attention, while providing an immediate ROI for the company. It is a pleasure to be able to provide Sean Gallagher my highest recommendation as a management consultant specializing in performance management in the marketing field."

— **Jim Bapst**, *Sr. Marketing Manager, K2M, Inc.*, was Sean's client

"It was great working with Sean at Insulet for nearly 3 years. Sean took over a marketing team that had struggled for several years and turned it around. Not by firing people, but by working with current staff to help them build on their strengths, developing a common vision for growing our business, and helping all of us generate our first profitable quarter. In addition to helping the inherited staff achieve their potential and make a positive impact on the business quickly, he hired several marketers that have taken us to a higher level. Sean's presentation style is great. He's energetic, humorous, provides information in a usable and memorable way, and leaves the audience inspired. Sean clearly excels at marketing, collaborating across groups, and motivating teams."

— **Billy Reed**, *Regional Manager, Insulet Corporation*, worked with Sean at Insulet Corporation

"Over the past 2.5 years I had the pleasure of working in direct partnership with Sean as his colleague from Finance. During Sean's work at Insulet, I was impressed with his leadership and collaborative work style as we worked through the daily pressures that go along with setting high bars for growth and driving change in our organization. I always appreciated Sean's "Can do" attitude and his approach to empower others to spread their wings and own their deliverables. Sean led the marketing strategy for our DTC and HCP sales initiatives within our organization allowing us to effectively target and position our organization for success while selling the OmniPod System. Sean and his team were instrumental in delivering our company growth plans through fresh content, targeted messaging and the introduction of the Net Promoter Score to help us track our success, all while holding to his spending budgets. I will always love his appreciation for the finances. Sean poured his heart and soul into Insulet and into the product and service we deliver to our clients. Thank you Sean for the work you did here. I'm confident you will do the same on future endeavors and I hope we cross paths in our careers again."

— **Alan O'Connor**, worked with Sean at Insulet Corporation

"As President & Publisher of GlobalHR NewsMediaGroup I have organized and hosted hundreds of professional conferences in North America, Europe, Latin America and have watched countless speakers address our audiences. I am very pleased to report that Sean M. Gallagher of MarketCulture Strategies stands out as one of our best speakers. His presentations help conference participants see the business environment with a new perspective that will help them be more effective leaders when they return to work. Sean engages audiences with useful stories, humor, and examples. He energizes the audience and leaves them feeling uplifted and inspired. I highly recommend him ... and I have invited him to speak at our future conferences. Edwin Cohen, President & Publisher, www.GLOBALHRNews.com"

— **EdwinBCohen, Editor GlobalBusinessnewsdotnet**, was Sean's client

"Sean's training style and content is extremely effective! I truly appreciate the learn-and-apply discipline that his workshop offers versus basic reiteration of information that attendees oftentimes encounter. As a result of attending his workshop, I truly believe that my focus has been refined in a way such that the concepts can be routinely utilized. Ultimately, this workshop provided a positive impact on my professional development."

— **Tami Sitko**, was Sean's client

"Sean is a brilliant marketing strategist and can effortlessly see the big picture as well as the detail of how to get there, a rare skill. He is great to work with and his sense of humour and open nature ensures that he builds relationships quickly. He is in his element when he is training a group of individuals and his passion and enthusiasm shines through his engaging presentations. I would highly recommend Sean to any company as a strategic consultant. Top qualities: Strategic thinking, focus, sense of Humour"

— **Danielle MacInnis**, was a consultant or contractor to Sean at MarketCulture Strategies

"I have had the privilege of working with Sean on several occasions over the past 6 years. An excellent provider of results-oriented marketing training programs, Sean's extensive sales and marketing experience add great value to his delivery of quality performance improvement services. His approach is motivating and real-world focused. I would highly recommend retaining his organization's services to improve business performance."

— **Stephen F. Amato, PhD, MBA, RAC**, was with another company when working with Sean at MarketCulture Strategies

"Coming into Sean's program, although I had an MBA to augment my BSEE, I had a long history as a technologist / technology manager. I had just moved into a Marketing role for the first time so it was a concept that I somewhat understood but had never applied. Sean's course took me from that "ground floor" and built a solid, workable portfolio of tools that I could apply day to day in order to develop and execute successful marketing plans."

— **Danny Elzer**, was Sean's client

"Sean performed an exemplary job working with our marketing team on improving our strategic value propositions. We were able to apply much of the training we received directly to our current work and found that it often achieved the desired results. Examples of areas in which Sean helped us improve are: developing strategies to reduce customer resistance, developing value models, improving pricing strategies, etc."

— **Jeff Desroches**, was Sean's client

"Sean provided outstanding training in marketing and leadership skills to our Marketing group over a 6-month period this year. Sean is extremely knowledgeable in marketing, an excellent teacher and motivator, and able and willing to share his experiences to create a bond among class members. It was a valuable and memorable experience, one I gladly recommend to all."

— **Kevin McLaughlin, Ph.D.**, was Sean's client

"I participated in Sean's marketing training course and I would highly recommend it to anyone looking to brush up on their marketing acumen or learn about marketing for the first time. Sean does an excellent job of pushing you to relate the concepts he teaches to your own business area and does not let you use the excuse of "this doesn't apply to my business." He does an excellent job of forcing you to look at your business in new ways by applying these principles all with the goal of increasing your own profitability. I already view myself as a better marketer because of Sean and have implemented many of his ideas into actual practice in my business."

— **Bryan Crossan**, was Sean's client

"Sean's group was hired by Telstra to train marketing staff on Market Based Management. Throughout the course, Sean demonstrated his deep knowledge of the subject matter and his excellent skills in imparting the knowledge to others. As a participant in this course, I have definitely benefited from this training. I'd recommend this course to people who wants to learn and practice Market Based Management."

— **David Hong**, was Sean's client

"I hired Sean to upgrade the Marketing skills of our organization, and help facilitate our 2006 planning process. Sean created a custom course that ran over a period of 8 weeks. The team was given a mix of challenging study topics, that we then applied to key strategic challenges that existed in our business. Sean did an outstanding job of selecting relevant material for the course and motivating the group to stay focused on the key business deliverables. The outcome of the program not only exceeded our expectations in terms of education and development of the business plan, but also turned out to be a fantastic team building process. My team still talks about how enjoyable Sean's style was, and how hard we worked to really understand the key drivers of our business."

— **Peter Burkhart**, was Sean's client

"Sean's group was hired by Telstra to train staff in the concepts of Market Based Management. Sean has a deep understanding of the subject matter and is able to deliver it in an enjoyable and engaging way. I thoroughly recommend Sean and this course to anyone developing their marketing skills and practice"

— **Stuart Maling**, was Sean's client

"I've worked with Sean in various capacities # as my client, in collaboration on projects and as an instructor for marketing professionals. Sean exemplifies the consummate marketing person. He's clear in his thinking, refreshingly honest in his opinions, and innovative in his ideas. Sean possesses broad marketing experience but never loses site of the fundamentals and their importance."

— **Robert DeSimone**, was a consultant or contractor to Sean at MarketCulture Strategies

"I highly recommend Sean at Gallagher Management. He is very personable and is phenomenal at engaging the group during a presentation. I've had three great opportunity of working with Sean as my professor, a speaker and a leadership trainer. In all three instances, the audience was impressed by Sean's ability to deliver his knowledge of the subject and leading/engaging group discussions."

— **Clement Hsieh**, was Sean's client

"I participated in Sean's Marketing Academy training program in 2002, as a senior management employee at a major automotive service provider with national prominence. It was tremendously valuable, well-presented, immediately applicable in real-world terms. Sean Gallagher's programs are absolutely worth the time and money. Simply put, they work, and they work very well."

— **R. Dale Leigh**, was Sean's client

"I brought Sean into a due-diligence engagement for an investor client who needed quick analyses of three early-stage ventures in three medical technology markets. Sean proved to be an excellent collaborator, dealing with one of the ventures entirely independently. Together we provided rapid, insightful assessments on a very tight schedule. Sean is a consummate professional with special knowledge and expertise in marketing excellence."

— **Joe Kalinowski**, was Sean's client

"Sean provided an objective analysis of a new and complex business opportunity. Results presented were timely, organized and complete. I also had the pleasure of working as a colleague of Sean's at Rare Earth Medical where he also provided difficult analysis of new and complex market segments in order to fearlessly make strategic recommendations that resulted in significant and very valuable changes in business direction."

— **Jon McIntyre**, was Sean's client

"I have known Sean since he was my professor for Marketing at Boston University. His ability to keep a large class engaged revealed his mastery of the topic, and drawing upon his personal experience enabled students to easily comprehend the material. Sean also managed me as a consultant for a medical device manufacturer where we uncovered several areas to increase their profitability."

— **Kevin Foley**, reported to Sean at Boston University Graduate School of Management

"Sean is the best marketing professional I ever hired during my 25 years in the medical device industry. He has not only mastered the marketing, sales and business development disciplines but more importantly he has repeatedly demonstrated the leadership skills necessary to facilitate outstanding performance from his subordinates. Sean is able to articulate a vision for generating profitable growth and inspiring his team to execute successfully. He's flexible, hard working, honest, and entrepreneurial. I'd hire him again without question to lead any team or organization."

— **Robert A LaRoche**, managed Sean at C.R. Bard

"Sean is a marketing professional with real experience to bring to his clients. I have always been impressed with his professionalism and in-depth knowledge of all aspects of marketing. I sat in a class filled with marketing professionals and can say "when Sean spoke--they listened""

— **Bob Davis**, was a consultant or contractor to Sean at C.R. Bard

"I have had a professional association with Sean for over ten years. I have met few people as effective as Sean, as both marketer and marketing educator. His marketing knowledge and unparalleled communication skills are a powerful combination."

— **Brad Cilley**, managed Sean at C.R. Bard

"Sean's work in our group was consistently exemplary. His knowledge and utilization of Marketing concepts and Business principles combined with his dedication and drive to growing the business placed him in the upper tier of our Marketing Department. Sean clearly is a leader that fosters team unity and performance."

— **Bill Stoyke**, managed Sean at 3M

[Contact Sean on LinkedIn](#)