



Larry F. Greene

Non-Executive Director, CEO, & Transformation Expert

📍 Los Angeles, CA, United States

☎ +1 (714) 813-0581

✉ Larry@MercuryLeadership.net

🌐 www.linkedin.com/in/larryfgreene/

Core Leadership Traits

Character

- ✓ Act on morals & values
- ✓ Willing to act on and remain accountable for Board decisions
- ✓ Courage to pursue personal convictions

Communication

- ✓ Can articulate thoughts, opinions, rationales, and points in a clear, concise, and logical manner
- ✓ Flexible and willing to change stances when necessary or appropriate
- ✓ Cultural awareness, understanding, and appreciation of different cultural needs

Analytical

- ✓ Ability to think critically and diplomatically challenge proposals
- ✓ Understand issues from different perspectives and viewpoints
- ✓ Ask for and use information to make informed judgments/assessments

Strategic

- ✓ Can assess overall company strengths and weaknesses as well as how decisions will impact the business
- ✓ Ability to recognize wider trending and societal changes, particularly in the context of global markets
- ✓ Understand the difference between governance and management issues

Knowledge

- ✓ Full understanding of responsibilities as a Director and Member of the Board
- ✓ Ability to recognize legal, accounting, and regulatory requirements affecting the company
- ✓ Know-how to define key performance indicators of the company and its senior management

General

- ✓ A personal commitment to Values, Vision, Mission, and Purpose of the organization
- ✓ Entrepreneurial spirit & attitude
- ✓ Integrity in personal and business dealings

Board Biography

Non-Executive Director, CEO, & Transformation Expert

with focus in Strategy, Governance, & Technology/Cybersecurity

Larry F. Greene's strong suit is Strategy, Governance, & Technology/Cybersecurity. He is CEO of Mercury Leadership, an executive advisory firm that serves as strategic advisor for executives and Boards in the mid-market private company and private equity (PE) sectors. He is also CEO of Mercury Acquisitions, an M&A agency focusing and consulting on mid-market companies. Mr. Greene's success spans across several business situations and environments and he has seen much success as a coach and mentor to senior executives and directors. In professional peer circles, Mr. Greene has become known as *'Professor Greene.'*

The constant path throughout his career has been in leadership positions, passionate focus on people, laser focus on governance, and ability to create value for shareholders and stakeholders through effective business strategies and steady guidance. Rick Stafford, Chairman Emeritus of Murray Company, has said, *"Larry naturally makes you comfortable and willing to be open which is often the first step to positive change."*

Mr. Greene also holds executive coaching credentials from Vistage International. He coaches and mentors leaders individually and in peer advisory groups for companies with revenues topping \$500M. Mr. Greene holds a Certification as a Mergers and Acquisitions Advisor (CM&AA) and frequently consults as a Valuation Expert for mid-market companies. He is also a Certified Business Intermediary (CBI). He has deep knowledge and experience in strategic planning, business transformation, technology implementations, decisioning processes, certification and continuing education programs, executive coaching, and governance.

Mr. Greene is CEO of Mercury Leadership, an executive coaching and strategic advisory agency serving mid-market, companies in the non-profit, private and Private Equity (PE) spaces. He is President of Mercury Acquisitions, a mid-market M&A firm. Mr. Greene has served as a trainer for the International Business Brokers Association (IBBA) and has traveled the US to multiple conferences, certifying members in finance, negotiating and deal structure. In his consulting and coaching capacity, Mr. Greene has placed interim CEOs and other C level executives for client companies. He has successfully created Boards for client companies to accelerate growth and allow for principal exits. He has served on Boards for closely held businesses.

Mr. Greene held a leadership position with a Fortune 500 company, Standard Motor Products, a manufacturer of electronic automotive components, for 18 years. As a Regional Director he oversaw dramatic revenue growth as the industry was consolidating. He holds a Bachelor of Science degree in Business Administration from University of Phoenix.

Mr. Greene has developed strategic planning models and successfully deployed them for multiple clients. He has spoken to multiple organizations and produced off site retreats for client companies focusing on team building events, educational seminars, and inspirational speaker series. He works closely with local non-profits benefiting children and families. Mr. Greene hosts a podcast discussing business success stories and has been a guest on many other podcasts with numerous topics.

Mr. Greene has developed Boards for growing companies where none existed. His work in this area has resulted in the successful turnaround of legacy struggling companies. He has served on Boards for his peer advisory client companies.

Mr. Greene is typically the Chair or a member of the Strategic Planning Committee, Finance Committee, Governance Committee, and has significant Nominating Committee experience. Mr. Greene's experience includes service to Boards of public, private, non-profit, and Private Equity (PE) verticals, additionally offers up unique and valuable points of view to the companies he serves.

He holds an *International Board Director Competency Designation (IBDC.D)* through M. A. Pfister Strategy Group. He is a graduate candidate of the *Certified Cyber Intelligence Professional Board Certification (CCIP)* through the McAfee Institute.