



# Career Management Strategies for Individuals and Organizations

**Rita B. Allen Associates is a national provider of career/talent management coaching, training and consulting services for individuals and organizations representing a variety of industries including high technology, biotechnology, financial services, professional services, medical devices/pharmaceuticals, academia, healthcare, manufacturing and retail/consumer products. We profile Rita as we aim to find out about her experiences and expertise.**

Rita Balian Allen is the president of Rita B. Allen Associates, a national career management firm specializing in executive coaching, leadership development, management training and career development. She is a lecturer at Boston-area universities, a sought-after speaker and presenter, the author of numerous articles, blogs and the book, "Personal Branding and Marketing Yourself: The Three Ps Marketing Technique as a Guide to Career Empowerment". She is a regular Huffington Post blogger and wrote a career management column for Leadership & Management Books. Rita was voted one of the top ten executive coaches by the Boston Women's Business Journal.

Rita brings many years of human resources experience to her practice and has worked with leaders across all industries and professions. Previously, she held roles as Vice President of Marketing and Search Services with Gatti & Associates, and human resource positions with C.R. Bard, Inc., BTU International, and Unitorde Corporation. She holds an MS in Leadership and a BS in Business Administration from Northeastern University; is an Advanced Certified Personal and Executive Coach through the College of Executive Coaching and earned her credentials as a Professional Certified Coach (PCC) through the International Coaching Federation. Rita currently serves on the board of directors of The Boston Club and is a former board

member of More Than Words and the Association of Career Professionals International - New England. She is also an active member of other professional associations and organizations.

Rita's coaching approach focuses on building relationships with clients to assist individuals and organizations to maximize their talent potential and create strategies for growth, development and success. Her goal is to partner with executives to achieve specific results and desired outcomes and ultimately build/enhance leadership capability.

At Rita B. Allen Associates, executive coaching is a development opportunity for both the individual and the organization to stretch beyond their comfort zone and achieve greater value to impact individual and business performance. Rita's mission is to assist individuals empower themselves to take charge of their careers.

Building long-term relationships and gaining the trust of one another are important factors in Rita's work. She views executive coaching as a development opportunity for talented individuals in an organization to work towards realizing their desired potential.

Holding a wealth of experience and boasting intricate knowledge of coaching secrets, Rita has advised, mentored and coached executives and managers throughout all phases of their careers. Specializing in a variety of areas,

Rita's areas of practice include executive coaching, leadership development, management training and career development services, working with organizations and clients in an assortment of industries and markets.

Alongside her extensive background, Rita boasts a high-profile portfolio with her coaching engagements including leaders and teams from diverse disciplines. Looking through Rita's impressive track record, a few of her sample engagements have included substantive results in executive leadership development and strategic development.

Regarding Executive Leadership Development, Rita worked with the Senior Leadership Team of a Start-up Biotechnology company with a focus on the transformation to a more proactive and strategic leadership approach. She was able to help this leadership team identify a greater sense of self-awareness, effective conflict management techniques, communication skills, and strategies for building high performance work teams within their functional and technical areas resulting in greater impact individually and as a team.

Furthermore, in relation to Strategic Leadership, Rita coached a Sr. Legal Director of a large leading Insurance Service Provider who was looking to develop more impactful communications skills and executive presence as she engaged in increasingly complex presentations and executive visibility. Worked with leader to



heighten self awareness and insight of her strengths, development areas, opportunities to be seized and potential obstacles. Resulting outcomes included recognition in organization as a valued content expert and sought after in a variety of ways that exhibited her value-add to the members of the C-Suite as well as throughout the organization and externally within the industry.

Overall, as Rita continues to work with individuals and organizations, she will continue to produce results and leave clients very fulfilled with her work. Taking on new projects all the time means that Rita is able to broaden her horizons and learn even more about others. Working collaboratively with many clients, there is a bright future ahead for Rita as she looks to firmly cement her place as a leader within the coaching industry.

**RITA B. ALLEN ASSOCIATES**  
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