



"Where Passion Meets Performance!"

JOYCE A. FRIEL
PRESIDENT

Joyce A. Friel is the president of Peak Performance Consulting Corporation, an organizational development company that works with companies to assess and design business solutions that deliver results.

With more than 25 years' experience in the organizational development, human resources, and process improvement consulting fields, Friel serves as a business leader, strategist, facilitator, catalyst, developer and facilitator. Her applications' experience comes from having led change in both Fortune 500 and smaller organizations, including Eastman Kodak, IBM and Kodak Polychrome Graphics. She is a contributing author to *Six Sigma: the First 90 Days* published in 2006 by Prentice Hall.

Her enthusiasm and commitment for building capability in organizations is evident in the energy and conviction she brings to her work and she knows how to apply her experience in a hands-on, practical, results-oriented manner. She is passionately dedicated to the value of focusing on the 'soft stuff' brings to realizing an improved 'hard stuff' bottom line. Her enthusiastic, personable manner creates an energizing, collaborative work environment.

Friel has been a lead consultant on the ERP Global installation team for Eastman Kodak Company and also for IBM Global Executive Organizational Development Group. She was also an HR manager for various divisions of Eastman Kodak Company. For more many years she has consulted for numerous commercial graphic arts firms in the US and Canada. Other clients include a major Colorado River management and oversight organization, regional health care organizations, state and federal agencies, and many private and non-profit groups.

As a visionary leadership strategist and catalyst for change, she concentrates her expertise in the areas of strategic planning, measurement and goal alignment; change management; leadership development, group process design and facilitation.

A native of Indianapolis, Indiana, Friel is a certified Senior Professional in Human Resources (SPHR) and has a master's degree in management with an honor degree from Regis University. She has completed advanced work at Colorado State University, University of Southern California, University of Michigan and Columbia University.

She is an active member of Arizona Business Leaders, Scottsdale Chamber of Commerce, the National Society for Human Resource Management (SHRM), Arizona SHRM Consultant's Forum, International Association of Facilitators, National Organizational Development Network, Women At the Top (WATT) and Executive Women's Golf Association. She has served on numerous community and educational advisory boards and is an adjunct faculty member of the Graduate School of the College of Business and Professional Studies at Grand Canyon University. A frequent speaker and presenter at conferences and workshops, Friel can also be seen quoted as an industry expert in 'Ask the Experts' column of *The Arizona Republic*. She is a contributor to *Six Sigma: The First Ninety Days* published by Prentice-Hall in 2006.