



Mosaic Partners

patterns of the past, visions of the future

Marty McLaughlin

Executive Coach

Overview and Strengths

With over 25 years of consulting and coaching experience, Marty brings a unique business perspective when working with current and emerging leaders. His objective is to bring positive and lasting change to organizations through strategy consulting (entire unit) or executive coaching (unit of one). His specialty is leadership branding and executive presence coaching. As a leadership coach, Marty believes that achieving your potential and reaching your goals is created beyond “what you do” to “how you show up, what you believe, and who you aspire to be.” Marty helps clients with a change in perspective from functional competencies to compelling value, from a roll-forward of today to role-playing scenarios of tomorrow. He expands how his clients create value by helping them gain a new perspective and elevating their confidence to lead.

As the founder of Mosaic Partners, a highly successful marketing strategy and leadership branding firm, Marty helps his clients identify, capture, and clearly communicate a unique market position and compelling points of differentiation. He develops strategic platforms for individuals and companies to help achieve greater individual and organizational success. He began his career in the Emerging Growth Consulting Practice of Andersen Consulting, then moved to Omnient as Director of Strategy and Marketing Consulting Services. These experiences became the platform for Marty to launch his own consulting and coaching practice.

Marty also serves as an executive coach within Villanova’s Executive MBA Program.

Coaching Philosophy

Marty helps his clients identify, capture, and communicate their unique individual brand value. He expands the perspective of self beyond function and position - to strengths and value. His coaching philosophy is an extension of his consulting work. Marty believes that business is personal, and individuals should manage their careers more like a business.

Coaching Specializations

- Leadership & Executive Coaching
- Personal Brand Development and Value Discovery
- Executive Presence and Intentional Leadership
- Leading and Managing Disruptive Change
- Business and Personal Transformation
- Business Development and Growth Mindset
- Exposing Hidden Growth Opportunities
- Shaping and Managing Powerful Conversations
- Showing Up as Your Best



Professional History

Over 25 years of business experience:

- Value Definition and Communication
- Go-to-Market Strategies
- Business Development Coaching
- Leadership Confidence, Presence and Performance
- Marketing & Branding Management
- Leading Disruptive Change
- Reimagining Business Strategy
- Creating Communities and Extended Enterprises
- CMO Outsource Services

Educational Background

Widener University, Chester, PA

- MBA in Marketing
- BS in Business & Marketing

Certification, Assessments & Licensure

- Executive Coach within Villanova’s EMBA Program
- Have used Strengths Finder, Hogan Forecast Series, and 360 Assessments to begin many coaching engagements to increase self-awareness and to focus coaching conversations.



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Coaching Highlights

Marty works with individuals seeking next level leadership career coaching. He helps individuals become more effective leaders in business and in their personal lives by uncovering their unique, authentic, and compelling value. He coaches clients to “show up” for impact – to present themselves in ways that attract people and expose growth opportunities. He has worked with individuals in a broad range of industries. He challenges people by asking hard questions and encourages his clients to practice newly formed skills. He brings a unique blend of business consulting for context and leadership coaching for development.

Coaching Examples

Marty worked with a **marketing executive** of a global automotive brand. The executive was recently promoted and needed help in developing a leadership presence. Through Marty’s coaching, this executive successfully transitioned from a “marketing leader” to a “leader with a marketing perspective.” This slight repositioning helped this executive become an integral player on the global leadership team with increased relevance, greater confidence, and an expanded capacity to contribute at the individual and team level.

Marty worked with a **finance leader** of a national manufacturer and distributor of home building products. The executive was being developed to take over the CFO position as part of a larger succession planning process. This person had great technical skills but lacked a holistic and strategic perspective to lead and influence at the next level. Through Marty’s coaching, this person transformed from being the “spreadsheet person” to building the capacity of the organization to make better – faster decision across the organization. The person has made tremendous progress and is viewed as an executive to lead the company into the future.

Marty worked with an **emerging leader** from the real estate leasing industry. This person was promoted due to their ability to sell and service clients, but they lacked an ability to think, act and engage with senior leadership. Through Marty’s coaching, this individual developed the tools, presence, and confidence to shape conversations, present ideas / opportunities, and influence decisions. Through work and practice, this person was able to extend beyond their traditional strength of generating revenue to becoming an integral part of the regional development leadership team.

Client Quotes on Coaching

Client 1 - “Marty had a tall order to help a vet transition into the civilian world while providing some of the more traditional aspects of executive coaching. His ability to welcome the challenge and add value during this monumental shift sets Marty apart from his coaching peers. In the eyes of a former Marine Captain with the requisite experience to make this bold claim: Marty has no equal.”

Client 2 - “What I like most about working with Marty is that I leave every session with an action plan and the motivation to carry it out. I think it's because there's a neat synergy to Marty's approach: he draws out my dreams and fears, critiques my work, offers useful advice, and cheers me on at every step.”

Client 3 - “Marty’s compassion, thoughtful preparation, savvy and genuine support guided my own reflection, professional transformation and personal evolution.”