



Alex Wray

COACH & CONSULTANT

"In the wake of the global financial crisis, we assembled the world's top experts in leadership transformation to drive behavioral shifts needed for our turnaround strategy. Alex Wray coached our senior executives through this critical period. Unlike traditional academic models, this was transformation in the trenches: real leaders, real stakes, real change. Alex translated elite thought leadership into real-world execution—coaching leaders to shift their mindset, apply new behaviors, and lead differently when it mattered most."

— Senior Partner, Global Financial Institution

AT-A-GLANCE

- **INDUSTRY EXPERIENCE:** Technology | Financial Services | Automotive | Healthcare | Professional Services | Consumer Goods
- **30+ year career** in executive coaching and leadership development
- **Creator of MindShift** proprietary coaching method
- **Founded international coaching school** to train coaches in MINDSHIFT methodology
- **Collaborated with thought leaders**
Robert Kegan (Harvard), Lisa Lahey (Harvard), David Rock (NeuroLeadership Institute), and Colin Price (McKinsey)
- **Specializes in:** Mindset shifts, behavioral change, scaling leadership capacity, transforming organizational culture, and high-stakes turnaround strategies

Alex Wray is an executive coach, trusted advisor to CEOs and CHROs globally, and the creator of MINDSHIFT. For over three decades, he has served clients ranging from Silicon Valley startups to Fortune 500 companies including Motorola and Ford Motor Company.

Alex's coaching is grounded in the belief that how leaders think under pressure determines how organizations perform. He works at the intersection of mindset, behavior, and execution—helping senior leaders notice the patterns that limit them and build the internal capacity to respond differently in moments that count. Alex brings a steady, non-performative presence that allows leaders to be honest with themselves, while offering sharp insight that moves conversations from reflection to action. The result is not just better leadership behavior, but leaders who are more centered, decisive, and effective in driving meaningful change.

His focus on scaling leadership capacity and transforming organizational culture has led him to develop and support corporate leadership programs blending strategy consulting and executive coaching.

His work spans industries and organizational scale, but his focus remains the same: serving leaders as they recalibrate to meet strategic challenges head-on and drive meaningful organizational transformation.

