



*“It is enormously rewarding to facilitate our clients’ selling teams in the creation and development of strategies for achieving extraordinary sales results.” - Don Pearson*

Don Pearson, a Critical Path Strategies lead facilitator and consultant, was instrumental in the co-founding of CPS. Prior to his affiliation with CPS in 1995, Don was a recognized sales leader, industry specialist, and sales manager at IBM Corporation for over 28 years.

Don's accomplishments as a sales leader include the development and presentation of application solutions, financial analyses, and marketing proposals, which resulted in the sale and installation of large-scale computer systems and networks in the retail, medical, and public sector industries.

Through his leadership abilities as an industry specialist, Don facilitated a large number of planning sessions, which led to the development of annual marketing plans for sales teams and improved customer information systems plans for customer executive teams.

Don's accomplishments in sales management include leading a 14-member marketing unit in the successful attainment of annual sales objectives in a territory comprised of a major oil firm, a major food processing firm, and the world's largest convenience store chain. In addition, Don led a four-member application development team in the initiation of leading-edge application solutions in the medical industry in Houston, Texas.

Don is a graduate of Rice University in Houston and holds an undergraduate degree in English.

Don and his wife Nella have three children and three grandchildren. They live in Grand Rapids, Michigan. Don's interests include music, reading, and personal development.