

# Bob Fleshner

## Professional Profile

### EXPERIENCE

Bob Fleshner is the founder and president of EPICOACH, LLC, a firm that specializes in **Executive, Professional and Individual Coaching**; related services include consulting and speaking. As a former CEO with over 30 years of experience in the corporate world, he is an excellent role model for professionals in startup and leadership positions, since he relates to the challenges that executives and their teams regularly face. In addition to his work as an entrepreneur, Bob's background as an attorney brings analytic discipline and a focus on results. His accreditations include Leadership Coaching for Organizational Performance from American University and the District of Columbia Bar. Additionally, Bob is certified to administer DiSC, a behavior assessment tool based on behavioral traits and designed to improve performance.



He has honed his skills in multiple disciplines, including management consulting, business development, law, healthcare, marketing, strategic planning, and fitness training.

Bob also draws on this experience as a personal trainer and marathon runner to motivate and inspire his clients.

### EXPERIENCE

#### **EPICOACH, Bethesda, MD, September 2016-Present**

*President*

Leadership Coaching for Organizational Performance Certified (American University)

Explores clients' status and goals for the future, and design a path for individuals to unlock their potential and achieve those goals.

#### **American Odyssey Relay, Rock the Creek Relay, and RDB Running, Bethesda, MD, 2006-2017**

*CEO and Race Director*

Race director for 200-mile, 12-person to a team relay race and other running events, including The Old Glory Relay (a coast-to-coast relay), The Rock the Creek Relay (a 29-mile relay), and various shorter races.

#### **UnitedHealth Group, Washington, D.C., 2001-2005**

*CEO of MidAtlantic /East Region President*

United Health's CEO for the Mid-Atlantic region's \$300+ million health insurance business from 2001-2004; then he became the East Region President for \$1.4 billion Medicare Advantage business.

**rdental, LLC, Bethesda, MD, 1999-2001**

*CEO*

Angel investor-funded Internet startup, which eventually was sold to BCE Emergis, a large Canadian telecom company.

**Consultant for Business Development, Washington, D.C., 1991-1999**

Bob consulted on a variety of issues related to business development for companies ranging in size from Fortune 500 to startup.

**Feld Entertainment Inc. / Ringling Bros. and Barnum & Bailey, Washington D.C., 1983-1991**

*Vice President of Law and Real Estate*

Handled a variety of legal issues for multi-faceted, international entertainment conglomerate. Ran separate real estate division set up as a hedge against inflation.

**Keller & Heckman LLP, Washington, D.C., 1980-1982**

*Associate Attorney*

Represented companies in the areas of food and drug law.

## **EDUCATION**

Juris Doctor (J.D.), The George Washington University Law School, 1977-1980

B.S. in Communications, Boston University, 1974-1977

## **PUBLICATIONS, SPEAKING, AWARDS**

Bob is a published author and has been featured in the *Washington Business Journal* as well as *New York Times*, *The Washington Post*, and *Washington Examiner*.

Considered to be a "thought leader" and educator, he is a prolific blogger, and he has been a keynote presenter for organizations such as Hope Connections for Cancer Support, which recognized him as honoree of the year.

## **COMMUNITY SERVICE**

Bob's charitable activities include longtime commitments to causes such as cancer, veterans, the environment, and using sports as a means of mentoring at-risk youth from ages 6-18.

## **AFFILIATIONS**

AthleteBiz, *Board Member*

Maryland League of Conservation Voters, *Board Member*

Team Red, White & Blue, *Volunteer*

Washington Nationals Baseball Youth Academy, *Volunteer*

Bethesda Chamber of Commerce, *Member*

International Coach Federation