



Joe Wilson - Biographical Sketch

Joe Wilson has been facilitating and consulting internationally since 1979, primarily in the areas of process management, organizational metrics, project management, business communications, supervisory/management development, major systems implementations, instructional program development, and media production.

Residing in San Clemente, California, Joe has served a wide variety of clients in virtually all major business sectors, including high-tech (Toshiba, Western Digital, Crystal Technologies), financial / insurance (Countrywide, Fidelity, AIG, Blue Cross), health care (Baxter, Allergan, Anaheim Memorial Hospital), manufacturing (Hasbro, ITT, Epson), entertainment (Universal Studios, Pacific Theatres, Wizards of the Coast), automotive (Mazda, Suzuki, KIA), hotel/restaurant management (Host International, El Torito, Dennys), publications (Los Angeles Times, Surfer Magazine, Destinations Magazine), telecommunications (Bell South, Daycom Systems), and utilities (Sierra Pacific Power, Nevada Power, Southern California Edison). Many of these relationships have spanned more than two decades.

Joe graduated Cum Laude in Communication Arts and English from the University of Pacific in Stockton, California. He then completed a Masters Degree in Instructional Design in 1978 with an emphasis on Media Production, and began managing instructional development projects for ModuLearn, Inc. that year.

In 1979, Joe began Wilson Associates, a custom instructional program development firm, and through a series of transitions in the 1980's built the firm DataTrain, which he sold to Richard Chang Associates in 1989. Through the 1990's, Joe served as Director of Consulting Services at Richard Chang Associates, and helped build the organization into a highly reputable training and business consulting firm, serving clients worldwide.

In 2000, Joe partnered with Larry Smalley to form IntelliStart, a business consulting firm focused on facilitating client teams to implement change and achieve measurable results. Since it's inception, Joe has led several long-term initiatives for client partners. At Toshiba America Electronic Components (TAEC), Joe led the IntelliStart/TAEC team through the establishment of a company wide Program Management Office, linking project requests to key business strategies and metrics, as well as implementing comprehensive project management and tracking systems. At Sierra Pacific Resources, the primary electric and gas utility in Nevada, Joe facilitated several process improvement teams within a corporate-wide Customer Delivery Task Force initiative, including the automation of fax communications with customers resulting in significant improvements in service, staff productivity, and cost efficiencies.

Known as a high energy, upbeat facilitator and team leader, Joe helps create a sense of momentum and success in strategy sessions and project team meetings, regardless of the difficult issues an organization may be facing. In addition to managing client engagements, Joe enjoys volunteering his expertise to various business and community organizations. He has served as the President of the Orange County Chapter of ASTD, was a founding member of the Orange County Chapter of the National Society for Performance and Instruction, serves on the AYSO Board of Directors, and serves as President on the Board of Directors for the El Encanto Homeowners Association.