

TEAM MEMBER PORTRAIT

LEE D. BASON

Partner and Executive Vice President



BIOGRAPHY //

Lee Bason brings over 30 years' experience and passion for developing some of the world's top leaders. With the ability to find a way to reach the core issue and drive results with lasting impact, Lee challenges others to extreme performance levels.

A master's degree in counseling from Sam Houston State University and intense commitment to excellence and growth have opened the door for Lee to serve Fortune 500 executives, professional athletes, education professionals, and government officials. In the business arena, Lee's expertise has been focused on developing senior leaders in high performing companies such as Great American Financial Resources Inc., United Technologies Corporation, LinkedIn, ITT Defense, Cerberus Capital Management, Spark Energy, DynCorp International, and Florida Power and Light. He has provided consulting and training services to senior management in organizations throughout the United States, as well as in Australia, United Kingdom, Saudi Arabia, Dubai, Qatar, Kuwait, Columbia, and Puerto Rico.

Having also worked with sports industry clients such as the Dallas Cowboys, New York Mets, Arizona Diamondbacks, and Texas A&M football, Lee continues to consult top athletes, most notably professional quarterbacks Colt McCoy and Ryan Tannehill.

Lee fully commits himself to his clients' success. The impact of his effort is seen not only in their professional lives but also in the enduring mark it leaves on their personal lives. For Lee, the goal of leadership is others' success.

Lee's wife, Janie, is an orientation and mobility specialist who serves visually-impaired children and adults. They have been married for more than 35 years. ■



KEY FACTS

- Over 30 years' experience developing top-performing leaders.
- Master's degree in counseling from Sam Houston State University.
- Expertise developing executives and senior leaders both nationwide and overseas.
- Sports industry clients include Dallas Cowboys, New York Mets, Arizona Diamondbacks, and football programs at the University of Texas and Texas A&M University.

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