

Brooks Darrah, PhD, MSOD, CCMP

Managing Partner, Samsara Consulting Group



Experience Highlights:

- Experienced coach and consultant in internal and external roles
- Leader of people, line production, and operations
- Diverse projects in private and public sectors
- Deep knowledge of entertainment and media industries
- Expert in innovation theory and practice
- International work in Canada, China, UK, France, Mexico

Change Management/Organization Development Consulting Roles

- **CriticalStart:** Executive coaching. March 2020-Present.
- **Arrowhead Regional Medical Center:** Manager training academy design and delivery for 80 healthcare leaders in coaching, change, communication, influence, and time management. Consulting ongoing.
- **Wilshire Boulevard Temple:** Leadership development workshop design and delivery on trust and conflict based on *Five Dysfunctions of a Team*. Consulting completed February, 2020.
- **Happy Money:** Organizational health assessment and advisory, change management advisory, and leadership and team development/training. Consulting ongoing.
- **Bullhorn:** Leadership development and executive coaching for senior executives. Consulting completed February, 2020.
- **Toyota Financial Services:** Lead change management strategy, design, and execution for enterprise-wide enhancements to Credit Bureau Reporting. Established enterprise Change Management Office for Toyota. Consulting completed January, 2019; open contract.
- **Annapurna Pictures:** Leadership development and executive coaching for senior executives. Consulting completed September, 2018.
- **Toyota Financial Services:** Change management lead for business readiness and employee engagement workstreams to execute \$400M legacy technology system replacement and associated operational transformation. Custom year-long leadership development program design—including executive coaching for 12 senior leaders—and workshop delivery. Consulting completed August, 2018.
- **City of Los Angeles, Office of Mayor Eric Garcetti:** Program Director for Youth Employment Pilot to improve learning and development, work readiness, and job placement for Los Angeles' 70,000 disconnected youth aged 14-24. Consulting completed July, 2017.
- **Fox Entertainment Group/NewsCorp:** Intervention diagnosis, design, and delivery for 4000+ employees in 20th Century Fox, Fox Searchlight, and Fox Broadcasting companies, including performance management, intrapreneurship and innovation, divisional/team retreat design and delivery, leadership development, and executive coaching. Employed as Director, Organizational Development and Training, April 2012-July 2013. Consulting completed April, 2017.

Change Management/Organization Development Consulting Roles (Cont.)

- **Community Medical Centers:** Executive coach to high-potential early career leaders working on the front lines of the California Central Valley's busiest Level 1 trauma hospital. Consulting completed November, 2016.
- **AECOM:** Designed and delivered innovation learning program for 450 global executive leaders and 50 high-potential leaders for annual leadership conference. Consulting completed October, 2015.
- **Toyota Motor Sales:** Designed and delivered series of workshops to build strategic plan for Management Training Program with leadership committee. Consulting completed May, 2015.
- **DIRECTV:** Change management lead for OCM tools design, strategic Executive communications, all-team offsites design and delivery, and employee engagement initiatives. Consulting completed April, 2012.
- **Sony Pictures Entertainment:** Change management and workforce transition lead for large-scale transformation effort involving restructuring, outsourcing, and retraining. Employed as Director, Change Management, IT, December, 2009 - July, 2011.
- **Sony Pictures Entertainment:** Process improvement via technology systems design, as Director of Production and Marketing Systems, Sony Pictures Television, IT; Employed August, 2005 - December 2009.
- **Activision:** Leadership training design and delivery of session focused on communication skills and negotiating agreements. Consulting completed March, 2007.
- **REVShare:** Full organizational diagnosis resulting in strategic, human resource, and structural recommendations for company growth. Consulting completed March, 2006.
- **E! Networks:** Strategy, leadership, and process improvements diagnosis and learning and development program design. Design and delivery of leadership training. Consulting completed August, 2005.
- **Sony Pictures Entertainment:** MGM merger/acquisition diagnosis and transition design for Home Entertainment division. Consulting completed June, 2005.
- **MTV Networks:** Custom design & delivery of HR department's annual team building session. Consulting completed May, 2005.
- **Wells Fargo, California Business Banking division:** Training and development assessment and redesign. Consulting completed March, 2005.
- **State of Alaska, Division of Public Assistance:** Strategic planning, corporate visioning, and executive team building. Consulting completed September, 2004.
- **Heping District Government, Shenyang, China:** US-China joint ventures strategic planning symposium. Consulting completed February, 2004.
- **ADESA, Western Region:** Executive team building, process improvement, conflict resolution training, and hiring training for managers. Consulting completed September, 2004.
- **Los Angeles Institute of Architecture and Design:** Charter student survey and yearly strategic planning for Board. Consulting completed July, 2004.

Change Management/Organization Development Consulting Roles (Cont.)

- **Intercontinental Hotels/Crowne Plaza, Beijing, China:** Organizational effectiveness assessment to raise customer service ratings. Consulting completed February, 2004.
- **Sony Pictures Entertainment:** Anti-piracy and process improvement IT system business case analysis and design. Consulting completed August, 2003.
- **Vitro Glass, Monterrey, Mexico:** Vision and values development, new employee training, and process improvement. Consulting completed June, 2003.
- **California State Energy Services:** Leadership development, strategic planning, and process improvement. Consulting completed January, 2003.
- **National Recreation and Parks Association, Washington, DC:** IT architecture plan design and recommendations. Consulting completed February, 2001.
- **TransCore Inc.:** Produced internet/wireless product for federal/state-funded Intelligent Transportation System to provide dynamic traffic, transit, and traveler information to commuters in the NY/NJ/CT Tri-state Area. Consulting completed January, 2001.
- **TrafficStation Inc.:** Project Manager of 21-person team for deployment in new markets and Producer of internet/wireless software for provider of real-time traffic alerts to travelers in North America. Employed as Producer & Project Manager from May, 2000 – December, 2000.
- **SmallOffice Inc.:** Produced website for SmallOffice.com through interface/usability design; live events; community development; and online, marketing, and technical writing for the small-business market. Consulting completed May, 2000.
- **Lawnmower Media:** Executive Producer for company's 7th Annual Interactive Expo event for high tech professionals, a webcasting and business-to-business assembly occurring simultaneously in Los Angeles, New York, and San Francisco. Consulting completed December, 1999.

Feature Film Development and Operations Roles

Executive Vice President of Production for Jon Landau, 20th Century Fox

- Launched film production company for TITANIC Producer Jon Landau. Managed production efforts, developed ideas for potential film/TV projects, generated & negotiated buying/selling of properties, and managed staff/company operations. Produced films, 20th Century Fox/Paramount: TITANIC. Employed October, 1997 – May, 1999.

Senior Vice President of Production for Randa Haines, 20th Century Fox

- Launched and supervised daily operations and creative direction for director Randa Haines' production company at 20th Century Fox. Produced films, 20th Century Fox/Fox Searchlight: ANTWONE FISHER. MGM/United Artists: A FAMILY THING. Columbia Pictures: DANCE WITH ME. Employed August, 1995 – October, 1997.

Vice President of Development, Director of Development, Creative Executive, Executive Assistant to Denise Di Novi, Columbia Pictures

- Launched company, assisted, and developed films for producer Denise Di Novi at Columbia Pictures. Produced films, Touchstone/Walt Disney: THE NIGHTMARE BEFORE CHRISTMAS, ED WOOD, CABIN BOY, JAMES AND THE GIANT PEACH; Columbia Pictures: LITTLE WOMEN. Employed September, 1992 – August, 1995.

Creative Assistant to Neil Simon, Writer

- Employed May, 1992 – September, 1992.

Assistant to Richard Lovett, President, Creative Artists Agency

- Employed May, 1990 - May, 1992.

Education

Fielding Graduate University, School of Human and Organizational Development

- Doctor of Philosophy, Human and Organizational Systems, 2014.
- Master of Arts, Human Development, 2011.

Fielding Graduate University, Evidence Based Coaching Program

- Coaching Certification, Associate Certified Coach, International Coaching Federation, 2009.

Pepperdine University, Graziadio School of Business and Management

- Master of Science, Organization Development, 2004.

University of Southern California

- Bachelor of Arts, Drama, Magna Cum Laude, College of Letters, Arts, and Sciences, 1990.

Santa Barbara City College

- Associate of Arts, Theatre Arts, President's Honor Roll, 1988.

Cambridge College of Arts and Technology, University of Cambridge, England

- Studies in Dramatic Literature, Political Science, History, and Poetry, 1987.

Additional Certifications

Psychological Instruments:

- ***Everything DiSC/The Five Behaviors of a Cohesive Team*** Partner and Certification Trainer, Wiley, 2015.
- ***EQI 2.0*** Emotional Intelligence Assessment, MHS, 2013.
- ***Creative Problem Solving*** profile and methodology, Basadur, 2013.
- ***CPI 260*** Personality Assessment, CPP, 2013.
- ***Myers-Briggs Type Indicator*** Personality Assessment, CPP, 2012.
- ***Lominger 360*** Feedback and VOICES Personal Development Programs, Lominger, 2010.
- ***Hogan*** Leadership Development Assessment, Hogan, 2003.

Additional Training:

- **Advanced Coaching Certification**, Coach Master Toolkit, WBECS, 2019-2020.
- **Change Management (CCMP™)**, Association of Change Management Professionals, 2017.
- **Prosci**, Change Management Methodology, 2017.
- **Entrepreneurial Innovation**, Cox Consulting, 2013.
- **Certified Coach (ACC)**, Fielding Graduate University, 2009.
- **Project Management**, University of Colorado, Denver, School of Business and Management, 2007.
- **ITIL** Information Services Management Methodology, Pink Elephant, 2006.
- **Creativity Coaching**, Institute of Transpersonal Psychology, 2005.
- **Human-Computer Interaction**, Stanford University, 2001.

Teaching and Speaking

Pepperdine University, MSOD program:

- Associate Faculty: coaching and mentoring for six graduate students and their learning team; lead field consulting assignments in global locations; support design and delivery of experiential learning classroom activities, 2019-present.

Pepperdine University, MBA program; BS in Business program:

- Mentor to students/guest lecturer/panelist: Organization Development Consulting in Media, 2016; Entrepreneurial Marketing, 2008; Consumer-Based Product Development and Marketing, 2002-2004; Technology and Media Product Development, 2001; Business Issues for Entrepreneurs, 2001.

University of Southern California, Marshall School of Business, MBA and BS, Business programs:

- Guest Lecturer on Corporate Intrapreneurship and Innovation, 2013; Guest Panelist on the Business and Practice of Consulting, 2015.

The Hero's Journey Entrepreneurship Festival, Pepperdine University:

- Presenter, "The Screenwriter as Entrepreneur: Channeling the Trickster Spirit in the Creative Process", 2008.

National Association of Women MBAs, Pepperdine University Chapter:

- Panelist/mentor on challenges and strategies for businesswomen, 2008-2009.

Chapman University, Bachelor of Science in Business program:

- Guest Lecturer on Organizational Design Toward Effective Team Design and Development, 2005.

Emerson College Film School, Bachelor of Arts program:

- Guest Lecturer on Topics in Visual and Media Arts Practice: Film as a Business, 2002-2003. Film and Society, 2003-2004.

Cinestory Conference, San Francisco:

- Screenplay consultation and seminars, 1999. Mentor to screenplay competition winner, 1999-2000. Screenplay Training Course, 1999. Read more at: <http://www.screenwritingsecrets.com/cinestory-iv.html>

Publications

"Professional Creators Unveiled: Screenwriters' Experiences Collaborating in Motion Picture Development Teams", Fielding Graduate University, Doctoral Dissertation, December 2013. Retrieve at: <https://search-proquest-com.fgul.idm.oclc.org/docview/1526012807?pq-origsite=summon>

"Creativity and Integrity: Marketing the 'In-Development' Screenplay", article, *Psychology and Marketing*, Wiley Periodicals, May 2009. Retrieve at: <http://www3.interscience.wiley.com/journal/122312947/abstract?CRETRY=1&SRETRY=0>

"Art, Commerce, and Values: The Relationship Between Creativity and Integrity in the Feature Film Development Process", Pepperdine University, Master's thesis, August, 2004. Retrieve at: <http://proquest.umi.com/pqdweb?did=913499161&sid=2&Fmt=2&clientId=46781&RQT=309&VName=PQD>

"For the Collector...", *Entertainment@Home*, Curtco Freedom Group Publishing, monthly column, January-December issues, 1997.

Professional Affiliations and Awards

Association of Change Management Professionals, Member, 2017-present.

Toyota Financial Services, Core Receivables Program, Integrity Award for exemplary demonstration of core Program values in the performance of work as Change Management Lead, 2016.

International Coaching Federation; Member 2013-present.

American Psychological Association, Division 10: Society for the Psychology of Aesthetics, Creativity, and the Arts; Member, 2009-present.

National Association of Women MBAs, Los Angeles, Charter Member, 2008.

Sony Pictures Entertainment, Core Values Award for Creativity, 2007.

Pepperdine University Alumni Association, MSOD Alumni Network, 2003-present; former Co-Chair of Advance Knowledge & Practice Initiative, 2004-2006; Program Ambassador, 2011.

Mensa, American and Greater Los Angeles Area Chapters, 2002-present.