

Kirstin Lynde
Founder & Principal Coach
Catalyze Associates - A CRG Affiliate

Since 2000, Kirstin Lynde has run Catalyze Associates, a firm bringing state-of-the-art, highly measurable 1:1 executive coaching as well as group leadership programs to a variety of organizations.

She's passionate about helping individual leaders step into the *best, most influential* versions of themselves in order to maximize their contributions to their organizations, take back control over their relentless schedules & productivity, and build the strongest possible working relationships with colleagues, clients, and partners alike.

She's also committed to helping her client organizations *quantify* the results of their leadership coaching and training investments so they can avoid wasting precious resources on ineffective coaching/ group programs.

Kirstin has lectured and served as a curriculum consultant at Harvard Business School since 2017. She co-authored a bestselling Harvard Note in 2019 with organizational development Professor Ethan Bernstein ("***Developing Yourself as a Leader***" by E. Bernstein and K. Lynde). She built and trained a group of executive coaches at Harvard who have worked 1:1 with executives in Harvard's innovative and popular global leadership program by the same name.

Kirstin uses Marshall Goldsmith's "Stakeholder-Centered Coaching" approach, which was named the most powerful coaching process in the world in 2023 by Global Guru. She also completed CTI coaching certification in 2004.

Kirstin started her career as a strategy consultant at Bain and Company. After finishing an MBA at Wharton, she moved into digital/ direct marketing at American Express, then served as a VP in marketing at both General Electric and Digitas. She built a large internal Learning & Development team at Digitas while it grew from 150 to 3500 employees during the 1990s - then after the firm went public in 2000, moved full time into her own business doing leadership coaching and training over the years at diverse organizations including Forrester Research, Pulte Group, Ropes & Gray, London Bay Homes, BJs, Randstad, Medicus, Precisely Inc, Grayscale, and Harvard Business School.

Kirstin is located in Naples, Florida, but also has a client base in New England and travels there frequently. She loves Celtic music, devouring non-fiction, giving back to her communities, taking long walks with her mini-Golden Doodle Ginger, and inventing healthy cuisine...then sneaking dark chocolate.