

## Gayla Kraetsch Hartsough, Ph.D., President

PROJECT ROLE: Project Director

FOCUS: Dr. Gayla Kraetsch Hartsough has been President of KH Consulting Group (KH) since 1986. KH specializes in strategic planning, organizational design and restructuring, marketing, human resources, information systems, and business process reengineering. ***She has extensive expertise in organization change, public policy, strategic planning, service delivery, community needs assessments, and stakeholder buy-in.*** She has consulted throughout the United States and in Europe and Australia.

REPRESENTATIVE CLIENTS: KH has served more than 200 clients in 25 states and 6 foreign countries. Much of KH's work involves local, state, and federal governmental agencies; higher education and K-12 educational systems; non-profit organizations; transportation systems; utilities; and health care providers. She has personally served hundreds of clients, including the County of Los Angeles (15 departments), City of Los Angeles (6 departments), Los Angeles World Airports (LAX, ONT, VNY, PMD airports), Telstra Enterprise & Government (Australia), University of California at Los Angeles (UCLA), Port Authority of New York-New Jersey, County of Orange (California), City of Beverly Hills, San Francisco Community College District, Port of Los Angeles, Los Angeles Community College District, University of Southern California, City and County of Denver, Childrens Hospital Los Angeles, and the County of Los Angeles Civil Grand Jury.

PRIOR WORK EXPERIENCE:

- **Towers Perrin**, Managing Consultant, in Washington, D.C., and Los Angeles
- **Academy for Educational Development (AED)**, Management Division, Senior Program Officer for this not-for-profit research firm in Washington, D.C.
- **University of Virginia, Center for Youth and Family Studies**, Assistant Director for this psycho-educational clinic approved by the American Psychology Association
- **Fairfax County (Virginia) Public Schools**, Research Teacher and Staff Development Institute Supervisor
- **Perkins School for the Blind**, Assistant Teacher, in Watertown MA
- **VISTA**, Greeneville, Tennessee

EDUCATION:

- B.S., Northwestern University, School of Communications
- Ed.M., Tufts University
- Ph.D. and M.Ed., University of Virginia
- Post-doctorate, Woodrow Wilson National Fellowship, Princeton, NJ

AWARDS, BOARDS, & COMMUNITY SERVICE:

- National Association of Women Business Owners Los Angeles (NAWBO-LA), Board Member
- Awards and Citations:
  - One of the top 50 women at 50+ in Los Angeles by BTW (2007)
  - National Finalist for the White House Fellows Program
  - One of Ten Women of Achievement (1990) by the Century City (California) Chamber of Commerce
  - Phi Delta Kappa, Member
  - Cited in the Marquis Who's Who in America, Who's Who in the World, and other similar publications
- Organization of Women Executives (OWE), Member/former President
- Women's Leadership Council, Member

- Women's Leadership Exchange, LEXCI III Member
- For Northwestern University:
  - Council of One Hundred, Member
  - School of Communication's National Advisory Council, served as Member for 12 years
  - Northwestern University Entertainment Alliance (NUEA-West), former Board Member and Peer Group Program Coordinator (3-year term ended July 2008)
- Earth Protect, Inc., Advisory Council Member
- Published more than 20 articles and chapters in books on public sector, research, and management issues

RECENT PRESENTATIONS  
AND PANELS:

- Women's Leadership Exchange Economic-Stimulus Teleseminar, "Shifting to a New Business Model When Your Old Model No Longer Attracts Customers," February 2008.
- Global Commerce Forum, the International Conference on Energy and the Environment, "Green is Gold" panel, Las Vegas, October 2008.
- Northwestern University, Council of 100, "Creative Pursuits of Corporate Women" panel, September 2008.
- Women's Leadership Exchange, "Growing Your Business" panel, Long Beach, CA, August 2008.
- University of Virginia, "Women Entrepreneurism" panel and "Alternative Uses of Academic Degrees" panel, Charlottesville, VA, June 2008.