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Professional Biography

Ford R. Myers is President of Career Potential, LLC. Since 1992, he has been providing professional services in career consulting, executive coaching and assessment. After helping thousands of individuals take charge of their careers, create the work they love and earn what they deserve, Ford drew from his diverse experience to create Career Potential – a powerful new approach to career management.

Ford has served on the staffs of three prominent career management firms – Right Management Consultants, Manchester Partners International, and Lee Hecht Harrison, where he was Vice President, Director of Professional Services. In recognition of outstanding business contributions, both Right Management Consultants and Lee Hecht Harrison honored Ford with professional service awards.

Ford is author of *The Ultimate Career Guide*[™], the only comprehensive manual for career management and job search. Articles and interviews have been featured in such publications as *Inc. Magazine*, *Fortune*, *The Wall Street Journal*, *The Chicago Tribune*, *The New York Times*, *CNN-Money*, *The Pittsburgh Post-Gazette*, *The San Francisco Chronicle*, *The Houston Chronicle*, *The Philadelphia Inquirer*, *Crain's Investment News*, *The Washington Post*, *The Miami Herald*, *The Baltimore Sun*, *The Dallas Morning News*, and *The Seattle Times*. In addition, Career PotentialSM publishes a monthly e-newsletter entitled "Your Career Advocate."

Ford has conducted presentations at many organizations, including American Society for Training and Development, Society for Human Resource Management, International Society for Performance Improvement, Eastern Pennsylvania Healthcare Executive's Network, American Marketing Association, Financial Executives Networking Group, Princeton University, Harvard University Alumni Association, and Association for Psychological Type. He has also appeared as an industry expert on many television and radio programs, such as NBC-TV, Comcast-TV, Fox-TV, ABC-TV, CBS-TV, Clear Channel Radio Network, CBS Radio Network, ABC Radio Network, Infinity Radio Network, and Bonneville Radio Network.

Ford's education includes: a Bachelor's Degree in Communications, and a Master's Degree in Human Resource Development. He has studied extensively with The Coaches' Training Institute and National Training Laboratories. Ford is a certified career consultant for Myers-Briggs Type Indicator, Strong Interest Inventory, Leadership Effectiveness Analysis, Personal Directions and other assessment tools.

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