



RON LERMA

Executive Coach
Ron@lgeconsultingllc.com
Lgeconsultingllc.com
X-RLermaExecCoach
661 703 0049

lge consulting

ABOUT RON LERMA

Meet Ron, a dynamic executive coach and founder with an unwavering commitment to empowering rising star executives and founders. Specializing in sales and negotiation, Ron steps in with precision when founders encounter obstacles, especially following setbacks from private equity firms. With over a decade of honing his skills, Ron has become a master collaborator with C-suite executives, consistently achieving remarkable outcomes.

Ron's recent triumphs include coaching and mentoring Stanford LEADers from the esteemed LISA acceleration program, where his guidance has been instrumental in fostering undeniable success. His forte lies in crafting street-smart go-to-market strategies, fueling cash flows, and clinching those pivotal deals. Beyond mere consulting, Ron is known for his hands-on approach, conducting workshops for sales teams and leveraging his certification as a negotiation consultant to deliver unparalleled coaching. Renowned for his hustle, tenacity, and grit, Ron has earned the trust of leaders across diverse industries over two decades. His clientele spans from industry juggernauts like IBM to burgeoning startups in the lower-middle market, where his keen business acumen and adept street-level negotiations have garnered widespread acclaim.

A graduate of the Stanford LEAD GSB program, Ron remains on the cutting edge of innovation, perpetually refining his expertise. With a science degree from Long Beach under his belt, Ron stays ahead of the curve by mentoring Stanford LEADers, ensuring he's always abreast of the latest trends and strategies.

Ron's impact transcends individual coaching and mentoring; he's the visionary founder behind LEAD Cig Economy, facilitating connections between Stanford alum executives and opportunities in the lower middle market. Through this platform, Ron collaborates with founders, CEOs, and management teams, refining their innovations to captivate private equity investors.

As a consultant, Ron focuses on unraveling pitching and sales conundrums for high-value products and services across technology, manufacturing, aerospace, and healthcare sectors. His adeptness in management consulting and workshop facilitation, coupled with his role as a distinguished speaker at Stanford events, underscores his dedication to knowledge sharing and driving transformative change.

Whether pioneering groundbreaking go-to-market strategies or nurturing rising star executives through Stanford's startup accelerator, Ron's unwavering dedication to creating value and fostering success sets him apart. With a proven track record of delivering results and an insatiable drive for unraveling complex challenges, Ron stands as a

beacon of excellence in the realm of executive coaching and entrepreneurship.



