



B A R B A R A
B A C I G A L U P I

Professional Credentials

As the principal of her own national consulting firm

**A TRACK RECORD OF PROVEN CONSULTING PROCESSES
SPANNING NUMEROUS INDUSTRIES**

Bacigalupi Associates was formed in San Francisco in 1985 by Ms Bacigalupi to specifically address to the needs of professionals and service organizations in the face of challenging consumers and diminished resources. Her service includes professional partnerships in law, accounting, and consulting; health care organizations; as well as Roman Catholic organizations including Bishops, systems of secondary education and a Catholic religious community of priests and brothers. Her work spans the for-profit and non-profits business sectors, as well as local, regional, national and international networks of organizations. Her range of service includes:

Strategic visioning and planning

Perception-reality gap analysis

Corporate identity formation and corporate communications

Constituency building during mergers and acquisitions and times of organizational crisis

Primary polling research to assess the opinions of internal and external stakeholders



Consultative sales techniques

Board and leadership development training Vertical niche marketing strategies Performance Standards for service excellence Coaching for CEOs, partners and partners-to-be Organizational structure analysis, including succession planning As a seasoned consultant for professionals and leaders, here are the perspectives from which she advises organizational leadership

As a scientist

THE SCIENTIFIC METHOD IS THE FOUNDATION OF ALL CONSULTING PROCESSES

A Phi Beta Kappan, Barbara Bacigalupi graduated from the University of California, Berkeley, first in her department of microbiology and immunology. While a student at Cal she was the University's lecturer for the general public on issues of health and science at the famed Lawrence Hall of Science an innovative center for multi-media based education in the physical and biological sciences. Her graduate studies at Berkeley produced publication quality research in the field of penicillin resistance, earning her a Master's degree. Despite being awarded one of only 200 National Science Foundation Grants in the US for her doctoral studies, she choose to move away from the confinement of laboratory research to bring all that she had learned, especially the efficacy of the scientific method, to the benefit of businesses and organizations. All of her consulting processes reflect her scientific training to quantify and control variables so that bias is reduced from decision-making

As an insider to organizations and professional partnerships

SHE UNDERSTANDS THE RESPONSIBILITIES AND CHALLENGES OF BUSINESS MANAGEMENT

In the early 80s, Barbara was a member of the senior management team at a major tertiary care medical center. This was a pivotal time in the history of health care when rising costs and inadequate reimbursement triggered the onset of the current health crisis in the US. At that time the paradigm shift that introduced the concept of viewing patients as consumers entered into the industry. Hospitals boards were making agonizing decisions to align into systems with other hospitals. At that time Ms. Bacigalupi orchestrated all communications and marketing to every segment of the center's constituencies, including medical staff, as well as patients, prospective patients and the general public at large. The particular center Ms Bacigalupi was associated with was considered by financiers to be one of the most profitable in California prior to merger with weaker entities.

She moved from health care to the accounting profession as the first Strategic Planning Director for two hundred accounting and consulting professionals in the Northern California offices of a national firm. At this time the accounting profession was experiencing a major industry contraction caused by a dwindling base of major businesses. Clients transformed themselves into consumers and began holding "contests" to pressure competing accounting firms to provide more and better service at lower billing rates. Here Ms Bacigalupi implemented a comprehensive vertical niche marketing strategy for aggressive business development, assisting the audit, tax, and consulting arms of the firm in understanding the complex and changing dynamics of consumer behavior.

As a director and officer of numerous non-profit organizations

BARBARA KNOWS HOW TO BRING DIVERSE PEOPLE TO ORGANIZATIONAL CONSENSUS

To effectively assist leadership in its development, it takes someone who has experienced firsthand the realities of fiduciary service on boards of directors. Ms Bacigalupi's track record encompasses over twenty years of service to key non-profits, including service as foundation trustee for a major medical center, vice-president for a humane society, president of an American Heart Association chapter, and director for the first-ever women's honor and service society at the University of California, Berkeley.



As the president and founder of UMANO

BARBARA ESTABLISHES A PUBLISHING AND PRODUCT DEVELOPMENT

BUSINESS Founded in 1997, UMANO Inc was established as the vehicle for both product development and the publishing of Bacigalupi's writings. The company oversees the design, manufacture and distribution of value-added lifestyle products across the US. The hallmark product line is **TRULYHUMANmedallions** –

Jewelry for the Home to Inspire the Spirit. These objet d'art are made from natural minerals and feature hand-carved medallions of symbols that represent essential human values. Each carries a special message from Barbara describing the importance of the specific sentiment for the pursuit of personal best self. Many of the sentiments, such as prosperity, success, good fortune, peace and wisdom are pertinent business gifts and incentives.

The company is distinguished for being accepted on first application to the following trade shows: JCK Show - our country's largest fine jewelry show in Las Vegas, the Architectural Digest Home Show in New York City and the International gift shows and fairs in New York, San Francisco, Dallas, Atlanta and Los Angeles. Steady growth in sales was achieved, however the cost of doing business and maintaining reasonable pricing demanded a new marketing model.

In 2007, the company was moved to the beautiful and serene Napa Valley wine country so that more emphasis could be placed on diversifying designs and shifting to a new marketing strategy. Soon the difficulties of maintaining an active market presence during times of global financial crisis, signaled the company to enter ever more fully into a state of design hibernation in order to prepare for a giant leap forward in the expansion of the **TRULYHUMANmedallion** line and the creation of several new ones. These now include a celebration of silk as the tangible connection between East and West, and the re-purposing of fabrics produced through the high art of weaving that was achieved by Japanese artisans in the creation of some of the most beautiful designs, colors and textures ever produced. As always learning messages accompany all that we do.

The launch of a comprehensive website marks the company's re-entrance into the active marketplace which has now radically transformed in terms of the way consumers access learning and products. We believe that through the Internet we can find so many more of those who want to enjoy the benefits of our products and learning messages.

As an author

HER WORK WITH LEADERSHIP IS TRANSFORMED FOR ALL INDIVIDUALS INTERESTED IN CREATING A PERSONAL VISION OF THEIR FUTURE BEST SELF

In *Truly Human* – An Invitation to think in new and powerful ways, Barbara builds a case statement for the necessary conceptual thinking that forms the basis for building a personal vision of future best self. The book proceeds through the following phases.

A construct of contemporary living that emphasizes how much we blind ourselves to the future as we move through time-crammed days. It's goal is to increase readers' frustrations with their life situation to thereby become more open to change.

A discussion ensues regarding the cost of missed opportunities. The reader is encouraged to evaluate the risk present in their current life situation from both sides of the equation, that is the risk of making life changes with the risk inherent in keeping things as they are --or the risk of missing out on the benefits that will only come through change.

Next, a model of how organisms succeed in the biological kingdom is presented. The triumph of gastropods (sea and land snails) compared to the extinct ammonites of millions of years ago is evaluated by Barbara as a journey in conceptual thinking. This type of thinking goes beyond the linear methods that we employ in the process of daily living. Readers see and hear Barbara as she completes this exercise using the architecture of shells to discern Eight Principles of Truly Human Growth.

The techniques for conceptual thinking are finally discussed as the most challenging but pivotal step required for Truly Human living. The appropriate use of conceptual and linear thinking (use of the right and left brain hemispheres) is shown to present a methodology for achieving a strategic vision of their future best self. This book may be used as a central theme in preparing business leaders for the creation of organizational vision.
