



**CONTACT: Maritsa Chew or Barbara Bacigalupi at 707.815.2211**

**E-mail: [pressrequests@barbarabacigalupi.com](mailto:pressrequests@barbarabacigalupi.com)**

### *Educated as a scientist*

A Phi Beta Kappan, Barbara Bacigalupi graduated from the University of California, Berkeley, first in the Department of Microbiology and Immunology. While a student at Cal she was an Alumni Scholar and soon became 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, Bacigalupi decided 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, organizations and consumers. All of the work she has accomplished since, whether consulting processes, self improvement writings or design products, reflect her scientific training and her desire to infuse an appreciation of science in all that she does.

### *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 as one of the first firms to specifically address the needs of professionals and service organizations in the face of changing consumer dynamics and diminished resources. She is well recognized for the humanizing and compassion-building approach she takes in all projects. Her client portfolio includes professional partnerships in law, accounting, and consulting; health care organizations; as well as private systems of secondary educational institutions. Her work spans both the for-profit and non-profit business sectors, as well as local, regional, national and international networks of organizations.



**Bacigalupi Associates' range of consulting services includes:**

- Strategic visioning and planning
- Perception-reality gap analysis
- Corporate identity formation and corporate communications
- Constituency building during mergers & 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 programs focus on:**

- Vertical niche marketing strategies
- Performance Standards for service excellence
- Coaching for CEOs, partners and partners-to-be in ownership values
- Organizational structure analysis, including succession planning

*Personal growth author* Please refer to: [www.trulyhuman.com](http://www.trulyhuman.com)

In *Truly Human* - *An Invitation to think in new and powerful ways*, Bacigalupi 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. Its goal is to frustrate readers with their current life situation so that they become more open to essential life change.

....A discussion ensues regarding the cost of missed opportunities. The reader is encouraged to evaluate how much risk is present in their current life situation from both sides of the equation, that is, the risk of making life changes, compared to the inherent risk vested in the status quo. Learning to understand the risk of missing out on those benefits that come through change, is as important as any measure of change-based risk.

....Next, a model of how organisms succeed in the biological kingdom is presented. The triumph of gastropods (sea and land snails) is compared to the failure of ammonites that became extinct millions of years ago. Barbara uses a journey in conceptual thinking to accomplish this. Conceptual thinking goes beyond the linear methods that we typically employ in the process of daily living. Readers observe 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 an individual's future best self.

In addition to being intended for a lay audience, this book may be used as a central theme in preparing business leaders for the creation of organizational vision.

*Home accessory and jewelry designer*

Please refer to: [www.barbarabacigalupi.com/about\\_our\\_designer.php](http://www.barbarabacigalupi.com/about_our_designer.php)

Bacigalupi's design philosophy is to humanize by featuring a fusion of Eastern and Western aesthetics focusing on the symbolism of both traditions. This, taken with the inherent beauty encoded in nature as reinterpreted through the dignity of the work of the human hand, is all designed to emphasize the importance of fostering positive human values in our society.

*Director and officer for non-profit organizations*

Bacigalupi's track record encompasses a lifetime of volunteer service to key non-profits, including service as foundation trustee for a major medical center, vice-president for a regional humane society, president of an American Heart Association chapter, and director of Prytanean Society, the first-ever women's honor and service society established in the US and sponsored by the University of California, Berkeley. She regularly supports non-profits with in-kind gifts of her design products.

*Personal data*

Currently a Napa Valley California resident, she grew up in the Berkeley-East Bay Area. She is the third generation descent of Italian immigrants who came to California in the late 1800s, to settle in the Sonoma Valley wine country and San Francisco.

