

Dr. Gregory A. Ketchum



Dubbed the “Frasier of the Cubicles” by the San Francisco Chronicle, Dr. Greg is a former clinical psychologist-turned CEO and a leadership and workplace expert. He presides over an executive talent firm, providing coaching and recruiting for executives and Fortune 500 companies. A unique mix of psychology and coaching expertise gives Dr. Greg a great understanding of people and what it takes for success at work.

Dr. Greg is the “KRON 4 Workplace & Career Expert” for KRON TV (San Francisco) News and formerly hosted a weekly 2-hour call-in talk show on KNEW AM 910 in San Francisco (CNET Radio), and nationwide on XM satellite radio, focused on careers and the challenges of the 21st Century workplace. Combined with his keen insight into today’s workplace, and infused with his trademark quick wit, Dr. Greg challenges his audience to reach for career success on their own terms—and to have a good time doing it.

Dr. Greg plans & facilitates a wide variety of corporate and board retreats that focus on issues such as strategic planning, improving tactical execution, breaking out of “fire fight” mode, and new team or board start-up. His strategic planning work involves assisting executive teams and boards to define their vision, mission, goals, action steps and responsibilities in order to ensure success.

As an executive coach, Dr. Greg works with both executives and management teams. His unique skill set enables him to quickly assess a situation and identify specific skill development needs. These skills, in combination with his no-nonsense collaborative style of work enable him to jointly develop action plans with his clients, which increase their commitment to success and development. Dr. Greg enjoys humor and likes to have fun at the same time that he works hard to achieve his client’s goals.

Dr. Greg’s mission in his work with teams is to build “high-performance shared-responsibility” teams that are grounded on a strong foundation of trust, accountability, communication, role clarity, and commitment to achieving results. He plans & facilitates team retreats and provides communication and conflict resolution training. All of his team development activities are aimed directly at increasing a team’s ability to reach its business objectives.

He received his B.A. from the University of California, Berkeley, where he was Phi Beta Kappa and a Dean’s List Scholar. He received his M.A. from the University of California, Santa Barbara and his Ph.D. from California School of Professional Psychology, Berkeley. During his graduate studies he was awarded a California State Fellowship. He has also served on the faculty of the University of California at Berkeley Extension. Dr. Greg lives with his wife and children in Muir Beach, California.

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