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## Press Release – For Immediate Release

### Executive Mentoring Announces Launches Coaching Program for IT Executives

**New York, NY, March 25, 2003:** Executive Mentoring LLC, a New York based company providing executive coaching services, today announced a new program specifically for IT executives. Executive coaching previously reserved for corporate CEOs, has become an area of interest for all executives looking to enhance their careers. The *Executive Mentoring for IT Executives* program is the first service designed for the specific needs of the technology executive.

"Technology executives have always had a difficult time as they rise up the career ladder into management," said Steven Marks, CEO of Executive Mentoring. "As technologists, there was extensive training for technical systems, then, based on their success, they are promoted into management roles without any management training. Like driving a car, management skills are not something you just learn from a book."

*Executive Mentoring for IT Executives* developed to fill this gap. "Large corporations have extensive executive development programs," Mr. Marks said. "Medium sized organizations, such as law firms, lack the scale to provide adequate management training to their supervisors, managers and executives. Somehow we have gotten the idea that technology requires training but management does not. Expecting people to succeed as managers without training is just as unrealistic as expecting engineers to succeed without adequate technical training."

"Whenever technology people get together inevitably talk turns to horror stories about bad managers and the short tenure of many CIOs. Looking at how little training there is for IT Executives, it is a wonder the figures are not worse. Management skills require training and executive coaching, like athletic coaching focuses the effort to maximize performance."

Executive Mentoring combines executive coaching by an experienced executive with proven performance enhancement techniques developed from sports psychology, within the professional framework of psychology. The company was founded in 2003 by Steven A. Marks, a former CIO of two large law firms who began his career as a psychotherapist in private practice.

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