



John D. Callos President & CEO

Mr. Callos advises CEOs and their executive teams on leadership issues relating to corporate strategy, sales and improving business results. His work involves confidential advisory services, keynote speaking engagements, executive coaching, team building workshops and corporate training programs. Mr. Callos is internationally recognized for his expertise in the areas of leadership development, executive accountability and sales process methodology. Mr. Callos is an Ironman and Ultraman athlete, and regularly competes in ultra endurance events.

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Mr. Callos works with business executives to improve their effectiveness as leaders and the results of the companies they lead.

His methods to improve performance and generate results have been featured in American Banker, Selling Power Magazine, The Orange County Register and business publications distributed to 30 foreign countries, including India's professional business journal, *The Effective Executive*.

Mr. Callos received national recognition when his business development methods were showcased, earning him the first place trophy in his category for "*Business Guru of the Year*."

Mr. Callos has twenty years of management experience in the areas of strategy, sales and executive performance with NYSE banks including Bank of America, Wells Fargo and others. Prior to his affiliation with IdeaBridge, Mr. Callos served as Executive Vice President of the Mainland Business Operations of a NYSE Bank, managing most of the business units, strategic planning, marketing, sales and new business development groups.

Mr. Callos served as Vice Chair of the Economic Development Commission and led a task force on economic revitalization for one of America's largest cities, the results of which have been widely published internationally.

Mr. Callos has been a frequent keynote speaker, both locally and abroad, for banks, insurance companies, trade associations and business schools. His presentations typically address such topics as: leadership principles, executive accountability, personal goal achievement, and sales growth strategies.

Mr. Callos earned a Bachelor of Science degree in Business from the University of Southern California (USC) and graduated from USC's Entrepreneur Program. Mr. Callos completed advanced coursework with the University of Virginia, Colgate Darden Graduate School of Business through an executive development program.

Mr. Callos was raised in Orange and Carpinteria, California where he earned the rank of Eagle Scout. He competed in cross country and track, advancing to the state semi-finals for the 2-mile event. Mr. Callos currently splits his time between Long Beach and Santa Barbara, California.

Mr. Callos is an Ironman athlete and regularly competes in ultra endurance events.

In August 2009, he was one of only 19 official finishers in the world for the Ultraman Canada Triathlon, an event that includes a 6.2 mile open water swim, 260 miles of cycling and a 52.4 mile double-marathon run.