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News Release

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Bivens Joins Varnum Consulting as Executive Coach

Grand Rapids, MI June 2, 2011 – Michael L. Bivens joined Varnum Consulting as an executive coach and will lead The Exceptional Leader™ program.

Prior to joining Varnum Consulting, Bivens spent 31 years at Kellogg Company where he held numerous positions and was most recently responsible for the accelerated development of executive leaders. During his time at Kellogg, Bivens served as the Vice President of Retail Sales for the Kellogg's Sales Company, planned and executed leadership development programs, assisted in the identification and development of key leaders, led and built the Kellogg's Retail Sales organization and developed the Kellogg Business Leader Model.

"Michael's experience will be an invaluable resource to our clients," said Jennifer Maxson, Varnum Consulting Practice Group Leader. "He has a proven track record of developing leaders and enhancing their credibility."

Outside his leadership training experience, Bivens has spent more than 15 years volunteering as a coach for youth basketball and baseball as well as been an active member of the Albion College Gerstacker Business Management Institute Advisory Board. Bivens and his wife, Mo have four children and live in Battle Creek.

Varnum Consulting is a trusted source of advice for the business community nationwide with the mission to enhance the credibility of its leaders. Varnum Consulting helps clients communicate with impact, crafting key messages to influence others and lead change.

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