



## Paul Zaffiro, M.S., M.B.A., PE

Paul joined Verus Global in 2016. His passion for helping organizations deliver improved business performance by strengthening their leadership, culture and talent makes him a valuable addition to the Verus Global team. Paul believes that everyone should be, and should be working for, an inspired leader.

With over 15 years of facilitation experience across all business functions, Paul brings deep business acumen, an energetic and engaging style, agility in reading and meeting participants needs, incredible platform skills, a client-centric mindset, and an attitude of service.

During his 23 years with P&G, Paul held various leadership roles in Manufacturing Technology, New Business Development, and R&D; however, his favorite role was at The GYM. There, he fell in love with working with teams and with designing and facilitating high-impact workshops.

As leader of The GYM, Procter & Gamble's Global Innovation Capability, Paul designed and facilitated over 200 sessions in the areas of idea generation, technical problem solving, strategic visioning, team building, and organizational design. Paul is certified in multiple group processes, including the Grove Strategic Visioning Process, Creative Problem Solving, the Basadur Simplicity Process, and the Verus Global Pathways to Leadership Process. His mantra is, "I don't design and facilitate sessions; I create experiences."

Paul received a B.S. from the University of Cincinnati, M.S. from the Massachusetts Institute of Technology (MIT), and an M.B.A. from the University of Cincinnati. He is also a registered Professional Engineer in Ohio.

*Paul's personal leadership motto is,  
"Everyone should be working for an inspired leader."*

### More about Paul:

When he's not facilitating, you can find Paul running, hiking or building houses with Habitat for Humanity. Paul lives in Liberty Township, OH with his wife, Susan and has three daughters.

Trusted partner to many, including: P&G, Alcon, Nestlé, Habitat for Humanity, MHCD and Cedar Investments.