



**ETHAN
MARTIN**



Helping CEOs scale high-impact companies.

After years of leading and advising high-impact companies as a CEO coach, and as a 3HAG certified coach, Ethan believes that the key to building both a great business and living a fulfilling life is serving something greater than yourself. Whether you call it a mission, purpose, or higher calling, Ethan has seen it happen in his work again and again: when CEOs align their company around a purpose greater than themselves, not only do their business financials improve, they also become happier, more fulfilled leaders.

Having a greater purpose brings a clarity, confidence, and focus to your business that few CEOs can claim, and even fewer know how to wield effectively to scale both their bottom-line and their impact on the world. This is the core of Ethan Martin's work as President at PFD Group, Inc., where he helps successful CEOs clarify what's most important to them -i.e. their core values and mission, scaling their companies in both financial results and impact on the world, building an effective and engaged senior leadership team, creating an inspiring company culture that attracts and retains the best talent, execution on long-term goals that lead to both a successful business and a sustainable, fulfilling life.

To his clients, Ethan brings twenty years of entrepreneurship, private equity, and coaching experience. In addition to being a 3HAG certified coach, he is also a Scaling Up Rockefeller Habits certified coach. Ethan has had seven years of experience in Entrepreneurs Organization (EO), where he was the co-chair of several regional EO learning events, including the 2014 EO Rocky Mountain Entrepreneurial Summit featuring Marcus Luttrell, and served on the planning team for the record breaking EO 2015 Western Region Alchemy Conference.

Ethan brings his mentoring experience from almost twenty years of being a pilot and teaching people how to fly in high-performance airplanes. He also has experience in the social sector, as the founder of the Aviation Community Foundation (ACF). ACF helps provide leadership support, technology, community, and funds to world-class aviation education programs that create opportunities for upward mobility for students in underserved communities across the US. Ethan is a graduate of the Tuck School of Business at Dartmouth College where he received his M.B.A. and was selected to be a host fellow for the Center for Private Equity and Entrepreneurship. Ethan is also a Phi Beta Kappa graduate from Carleton College where he received a B.A. in Economics.

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