



BRIAN BIENN, Ph.D.

Brian Bienn is an affiliate staff member of McCormick & Associates, and supports the Assessment and Development Practice Area. He serves as a core member of the McCormick team of management psychologists.

Professional Experience

Dr. Bienn is a licensed organizational psychologist and President of LEAD Psychology. He has been practicing in Atlanta for 24 years, working with a wide array of businesses. His areas of expertise include executive leadership assessment and development, high potential coaching, on-boarding, Partnering and team building, and emotional intelligence. Currently, he works with clients in the following sectors: service and distribution, technology, construction, healthcare, pharmaceutical, defense and banking.

Dr. Bienn served as a senior consulting psychologist in a regional management psychology firm from 1986-2000, at which time he established LEAD Psychology.

He has served as a core member of the Synovus Leadership Institute's leadership development coaching staff since the leadership program's inception in 1998. He is one of the country's most experienced providers of Partnering - a team building process used throughout the construction industry to improve team performance and financial outcomes for all stakeholder organizations. He also serves as an affiliate senior consultant supporting the talent management initiatives of consulting firms with national and international footprints.

Dr. Bienn focuses on leadership assessment and development with executives and high potentials. Through his services, leaders more accurately view their own leadership skills as well as the leadership talent and capacity within their team and across the broader organization. Utilizing a range of processes and data (e.g., interview, personality testing, 360° feedback, simulations) he helps leaders more clearly identify how to continue to develop their leadership skills and effectiveness. He also assesses the likely fit and success of external candidates being considered for significant positions within client companies. These assessments raise the level of objectivity during the selection and interviewing processes, help to prevent hiring mistakes (and avoid the costs of poor placement and promotion decisions), and provide a springboard for accelerated on-boarding. He works with clients in an ongoing advisory/coaching role, helping establish a strategic approach toward leadership succession and talent development.

Life Experience

A native New Orleanian, Dr. Bienn received his undergraduate degree in psychology from Louisiana State University, and returned to LSU for graduate study, earning a doctorate in industrial/organizational psychology - with a minor in clinical psychology.

He is a member of several professional and civic organizations, including the American Psychological Association and the Downtown Atlanta Kiwanis Club, where he serves on the Civil Defense and Military Affairs Committee.