

Colleen M. Growe

Founder, CMG

“I help leaders sound like themselves, at their sharpest.”

The Persuasive Communicator.



How leaders communicate is a critical component of how they lead. Whether it's the boardroom or the all-hands, the earnings call or the press, persuasive communication is a driver of strategy execution.

For nearly four decades I've coached C-suite executives setting strategy and motivating teams through transformation, senior leaders building credibility in new roles, physician-scientists translating complex data for investors and regulators, and spokespersons working under media scrutiny. I help leaders sound like themselves, at their sharpest.

My background spans politics, issues and crisis management, and multi-award-winning television production. I founded CMG in 1988, serving leaders at Fortune 500 and high-profile companies in BioPharma, Media, Tech, and Financial Services—from one-on-one executive coaching to equipping teams for enterprise events.

— AREAS OF PRACTICE

Executive Coaching

Coaching executives, physician-scientists, and senior leaders one-on-one as they grow into bigger roles, sharpen their leadership presence, or prepare for earnings calls, Board meetings, town halls, and Congressional hearings.

Message Strategy

Crafting a compelling, credible narrative by deploying a proven Message Mapping process that enables the translation of the leader's expertise into an actionable Story Flow Narrative.

Speaker, Media & Regulatory Readiness

Preparing executives, physician-scientists, and spokespeople to perform under scrutiny during media engagements, Fireside Chats, and FDA, EMA and ACIP Advisory Panels.

Investor, R&D & Industry Events

Equipping teams to deliver a cohesive, persuasive performance and master Q&A for Investor Days, R&D Days, capital raise Road Shows, media Upfronts and NewFronts, and Customer Engagements.

— HOW I THINK

Strategic Readiness — *The Three A's: Audience. Ambition. Arc.*

Compelling POV — *The Expert's Dilemma: data don't speak for themselves.*

The Chess Q&A Mindset — *It's not ping pong. It's chess.*

“Colleen has a unique gift of understanding the power of narrative to help people make sense of complicated situations, influence groups and bring the best out in teams and leaders.”

CHRIS McCARTHY
co-CEO, Paramount Global

— SELECTED CLIENTS

Bristol Myers Squibb · Merck
Genentech · Novartis · Regeneron ·
Sanofi · BioNTech ·
Paramount Global · Apple TV · Hulu ·
Showtime · MTV · Wolters Kluwer ·
Workday · Meta · Broadcom ·
Cantor Fitzgerald · GE Capital ·
LendingTree · Wayfair

— HONORS

Pinnacle Award
American Women in Radio & Television
Award of Excellence
IABC A.C.E. Awards
Grand Questar Award
Academy of Communications
Arts & Sciences
Big Apple Award
PRSA, New York

“Colleen is the best-of-the-best at helping our executive team turn complex industry and financial data into effective messages — moving us from lengthy scripts to concise ‘Road Maps’ that tell a compelling story.”

BARRY DAVIS
CEO, EnLink Midstream Partners