

**Dana Theus**  
Founder & Principal



I've spent my entire 25-year career helping organizations succeed as they venture into new territory, both as an internal executive and as an external objective advisor, working inside and alongside fortune 100 companies, entrepreneurial startups and non-profits. Through my experience spanning international government affairs, marketing, **strategic planning** and now leadership coaching I've watched the patterns of organizational success carefully. Here's what I've learned: it's not the quality of the idea, mission or market, but the focus and intention of the people who pursue them that determine success.

When people and groups access their full power to affect change, amazing things can happen and reality can transform.

***As a facilitator, leadership consultant and coach, I help my clients access their power to step boldly into the future, to master the dynamics of change and to direct their energies productively towards changing the world for the better.***

I am a Certified Facilitator in **The PRIMES methodologies**, profoundly accessible and powerful techniques for working with groups in solving problems and managing change and transformation initiatives in any size organization. I have also founded the **InPower Leadership Coaching Program** to work with individuals one-on-one in mastering their innate talents and abilities to lead from a position of personal power.

**Experience:**

Since founding Magus Consulting in 2002, I have supported a wide variety of commercial and nonprofit clients in strategic initiatives to reposition themselves in fast moving markets, establish compelling visions and change the world. *Select commercial clients:* Roundtable on Sustainable Biofuels, The Clearing, General Mills, Innovative Concepts, Inc. (now a division of Elbit Systems of America), TMA Resources, FreeFlight Systems, Intersections, Inc. *Non-profit & Government clients:* U.S. Department of Defense, Arlington County, National Alliance on Mental Illness (NAMI), Leadership Greater Washington, Points of Light Foundation, the International Food Information Council and Foundation, the Ecological Society of America and The Johns Hopkins Bloomberg School of Public Health.

Career highlights prior to launching my consulting practice:

- As Vice President of Marketing at Bantu I spearheaded the company's initiative to penetrate corporate and federal government markets and public relations efforts. As a member of the executive team, I helped develop the product and business strategies at the heart of the company's first successful funding round.
- At CareerBuilder, I managed the company's entire product line as the firm grew over 500% from a small startup to go public, launching its first inside sales channel, first web-based service and affiliate partner network.
- At Tele-TV (a joint venture of Bell Atlantic/Verizon, Pacific Telesis and NYNEX) and Bell Atlantic Video Services I managed research and operations planning for the first broadband video trial in North America.
- At EDS I initiated the company's first international telecommunications and technology policy initiative, representing EDS to U.S. Federal and State governments, and building the company's government affairs presence in the European Union. I was also appointed to an Executive Task Force by the President and CEO, which was assigned to assess our European division's organizational effectiveness.

From 2007-2008, I served as Adjunct Professor of Marketing at George Mason University's School of Management Graduate Program for Executives, and taught an MBA short course for the University of Maryland, School of Public Policy. I received my BA in communications from the University of California, Los Angeles (1983) and an MA in communications from the University of Southern California (1985).

I currently serve as a Member of the Arlington Economic Development Commission and as a member of the board of the District Alliance for Safe Housing in Washington D.C. I live with my husband and two sons in Arlington, VA. Contact me at [dtheus@magusconsulting.com](mailto:dtheus@magusconsulting.com) or 703-236-5000.