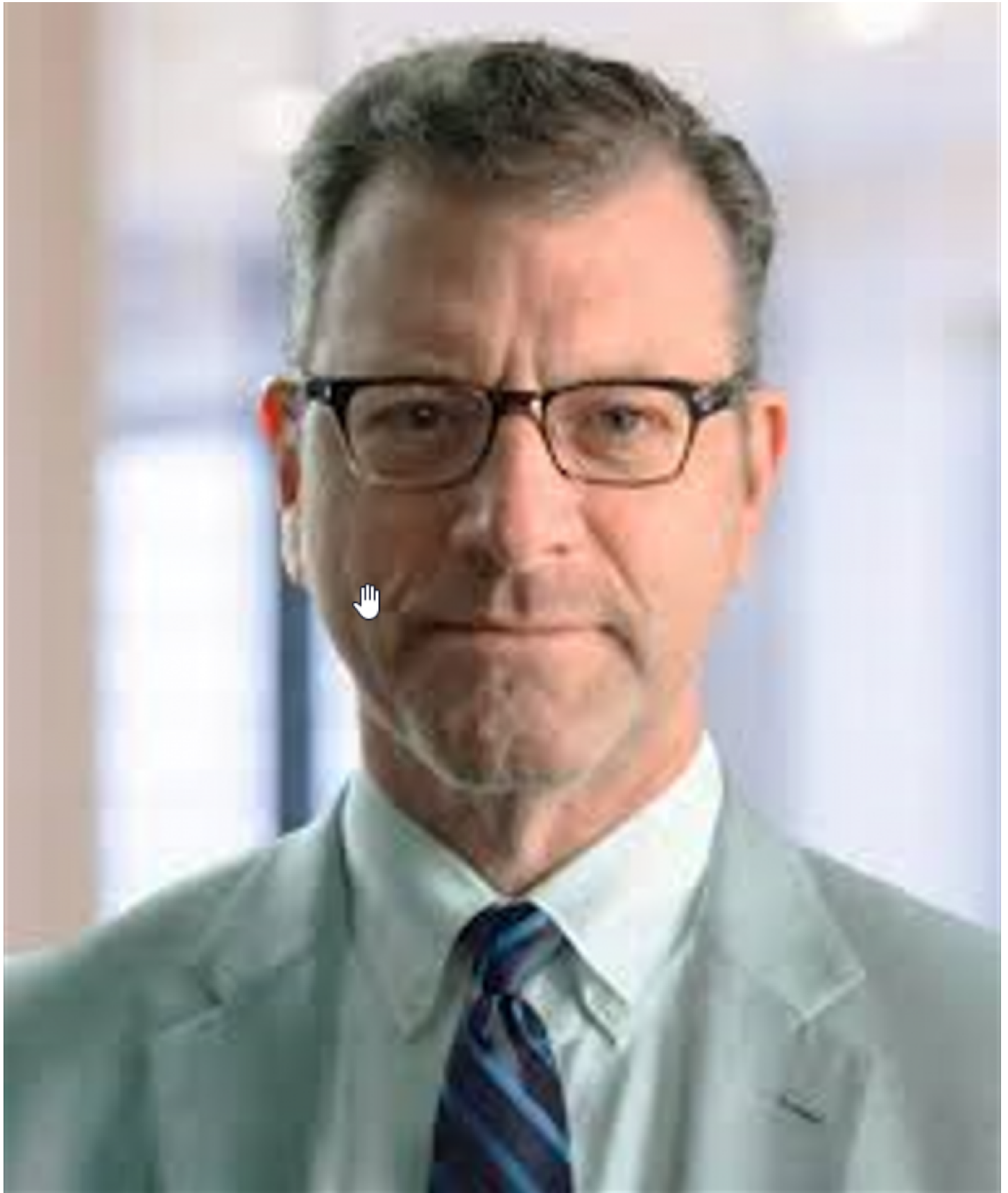


Greg Coticchia Joins CEO Coaching International, Bringing 30+ Years of Leadership, Innovation, and Startup Success



Miami, Florida Sep 21, 2025 ([IssueWire.com](https://www.issuewire.com)) - CEO Coaching International, the premier firm coaching high-growth CEOs and entrepreneurs worldwide, proudly announces the addition of **Greg Coticchia** as its newest **Partner and Executive Coach**.

A **six-time CEO, award-winning entrepreneur, university professor, and acclaimed author**, Greg Coticchia brings more than three decades of executive experience across technology, healthcare, and education to his new role—adding a powerful new dimension to the firm’s world-class coaching bench.

“Driving innovation and new product commercialization is a powerful skill every company must master. Every CEO faces these issues in growing and differentiating their business,” said Coticchia. “With decades of success as a CEO, executive mentor, and board member, I’ve helped businesses innovate, scale, and exit successfully. At CEO Coaching International, I’m excited to help leaders **Make BIG Happen** by leveraging that experience to create measurable, lasting growth.”

A Track Record of Innovation and Transformation

Coticchia most recently served as **CEO and Board Member of Sopheon (LON: SPE)**, a global SaaS company in innovation and product management. Under his leadership, Sopheon transitioned from consulting to a cloud-native platform provider—culminating in a successful acquisition by private equity firm Resurgens Technology.

As a **serial entrepreneur**, he has participated in **14 startups** (founding four), raised over **\$73 million in venture capital**, and been a key player in more than **17 mergers and acquisitions**. His influence spans the launch of over **100 products and solutions**—as well as leadership roles at organizations ranging from startups to billion-dollar corporations.

Quick Fact: Greg created and launched the **world’s first Master’s Degree in Product Management** at Carnegie Mellon University, serving as the founding executive director.

Coaching From a Real-World Operator

Greg’s hands-on leadership experience makes him uniquely qualified to coach executives tackling real-world growth, innovation, and leadership challenges. Whether guiding early-stage founders or helping C-suite teams in complex global enterprises, he brings both strategic insight and tactical savvy.

His coaching focuses on:

- Innovation strategy and new product development
- Go-to-market excellence
- Organizational scaling and exit readiness
- Leadership development and team alignment
- Building a sustainable culture of execution

Educator, Author, and Advocate for Growth

Greg teaches **B2B marketing** and **executive leadership** at the University of Pittsburgh’s Katz Graduate School of Business, where he is also a **Distinguished Alumnus** (2023, 2006). He holds certifications in **Entrepreneurial Management** from Carnegie Mellon and **Professional Coaching** from Duquesne University.

His book, *Start Your Startup Right*, is available on Amazon and reflects his commitment to practical, experience-based business building.

He's been a three-time finalist for the **Ernst & Young Entrepreneur of the Year Award** and nominated for **Tech 50 CEO of the Year**.

Want to Coach with Greg?

Executives interested in coaching with Greg Coticchia can schedule a complimentary introduction call: ceocoachinginternational.com/coach/greg-coticchia

About CEO Coaching International

CEO Coaching International works with the world's top growth-focused CEOs and their leadership teams to **Make BIG Happen**—quarter after quarter, year after year. Its coaches are former executives who've led companies from startup to billions in revenue and successful exits. Clients coached for 2+ years experience **31% average annual revenue growth** and **52% average EBITDA growth**.

Learn more: ceocoachinginternational.com



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