



## Bill Burtch, SPHR, SHRM-SCP, PCC

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**Bill Burtch, SHRM-SCP, SPHR, PCC** is the President and Founder of Harmony Coaching & Consulting, a full-service management consultancy specializing in executive and team coaching, leadership development, and human resource strategy.

With more than 35 years of experience in management, human resources, and training, Bill brings both executive-level business acumen and deep coaching expertise to his clients. He has logged over 7,500 hours of professional coaching with leaders ranging from C-suite executives and small business owners to frontline managers and supervisors. His coaching engagements consistently focus on strengthening leadership effectiveness, driving accountability, improving team cohesion, and accelerating measurable business results.

At the core of Bill's work is a simple belief: leadership is both a responsibility and a privilege. Titles may grant authority, but influence is earned through self-awareness, accountability, and the ability to bring out the best in others. Bill believes the most effective leaders are those willing to look honestly in the mirror, challenge their own assumptions, and continually grow.

Bill has partnered with organizations such as Hilton Hotels, FedEx, First Horizon, Regions Bank, Medtronic, ServiceMaster, frontdoor, Methodist LeBonheur Healthcare and St. Jude Children's Research Hospital to enhance leadership capability and improve organizational performance. Clients value his practical business insight, thoughtful challenging approach, and ability to create an experience, whether coaching or facilitating a workshop, that is both results-driven and personally transformative.

Prior to founding Harmony Coaching & Consulting, Bill served as Senior Director of Human Resources for Hilton Hotels Corporation/Promus Hotels Corporation, gaining firsthand experience leading HR strategy in a complex, fast-paced corporate environment. This background allows him to coach leaders with a clear understanding of organizational dynamics, financial pressures, and stakeholder expectations.

Bill holds certifications as a Senior Certified Professional (SHRM-SCP), Senior Professional in Human Resources (SPHR), and Professional Certified Coach (PCC). He is a graduate of Bowling Green State University and CoachU and holds active affiliation with leading professional organizations in human resources and coaching.

Based in Memphis, Tennessee, Bill is actively engaged in his community and brings to this work integrity, a steady presence, and a genuine belief in people's capacity to grow.