



R. Perry Tomlinson

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Perry is a retired Regional President and member of the Senior Leadership Team of BB&T Corporation. His Leadership experience spans 35 years in developing his skills and building the next level of Leadership talent within the company. His professional accomplishments and passion with coaching is centered in sales, client service, cultural transformation, employee engagement and cultural leadership development.

Since his retirement, Perry has served as a charter Board member and Executive Consultant at the BB&T Center for Ethical Leadership within the Mike Cottrell College of Business at the University of North Georgia. Perry has been instrumental in developing the Building Ethical Leaders Certification (BEL) Program. He also co-created the Ethical Culture Indicator (ECI), which incorporates employee engagement surveys with ethical climate feedback for organizations and businesses. From this platform, Perry provides consulting services to implement the ECI recommendations to facilitate changes in the ethical climate of organizations, Executive Coaching and workshops for building coaching cultures within organizations.

Perry's Leadership Consulting experience includes major corporations, local school districts, county governments and universities. Additionally, Perry delivers speeches on Building Ethical Cultures, Values Based Leadership, Employee Coaching to Improve Employee Engagement, and Ethical Perspectives and Decision Making. Presentations and the BEL workshop have been approved for continuing education credits for CPE's, CLE's (Georgia State Bar), SHRM, CCEP and general CEU's including Nursing and Healthcare. Organizations that have utilized Perry's subject matter expertise include Georgia Society of CPAs, Atlanta Compliance & Ethics Roundtable, The Conference Board's Sustainability Council and Global Business Conduct Council, Institute of Internal Auditors (Atlanta, Middle Georgia, and Columbus Chapters), North Carolina Association of CPAs, Georgia Technology Law Institute, SHRM-Atlanta and Georgia City County Municipal Association.

Perry's most recent published articles on Ethical Cultures (Nov 2017) and Employee Engagement (March 2018) appeared in the Association of Healthcare Internal Auditors' New Perspectives journal.