

# Jonathan Eldridge

Fractional Chief Experience Officer | Leadership Strategist | Keynote Speaker

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## EXECUTIVE SUMMARY

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Senior executive with 25+ years building high-performance cultures, scaling revenue organizations, and developing leaders across professional services, staffing, and consulting. Proven track record growing regional markets from the ground up, leading teams through rapid scale, and serving as a trusted cultural architect for organizations from start-up through billion-dollar valuation. Available for fractional CXO, Chief People Officer, VP of People & Culture, or senior leadership advisory engagements.

## CORE COMPETENCIES

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|-------------------------------------|-----------------------------|------------------------------------|
| ◆ Leadership Development            | ◆ Team Culture Architecture | ◆ Employee Engagement Strategy     |
| ◆ Fractional Executive Leadership   | ◆ Organizational Scaling    | ◆ Change Management                |
| ◆ Revenue Growth & Market Expansion | ◆ Executive Coaching        | ◆ Talent Acquisition Strategy      |
| ◆ Keynote Facilitation & Workshops  | ◆ Client Experience Design  | ◆ Professional Services Operations |

## PROFESSIONAL EXPERIENCE

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### Founder & Chief Experience Officer

*Soul Focus, LLC — South Lyon, MI | 2020 – Present*

- Founded and scaled a national leadership development firm delivering keynotes, workshops, and coaching to Fortune 500 clients and industry associations.
- Designed the proprietary CARE Framework (Connection Amplifies Real Engagement) — a 12-attribute, 4-pillar leadership system adopted by clients in A/E/C, HR/talent, professional services, and staffing.
- Delivered 4-hour leadership workshop for Barton Malow Enterprise (\$6B A/E/C firm), including custom facilitator guide, participant workbook, and 13-week micro-action plan.
- Served as closing keynote presenter at SMPS SERC 2026 (Norfolk, VA), a national conference for the architecture, engineering, and construction marketing sector.
- Published national bestselling book *Struggle to Strength: How Authentic, Relatable Leadership Shapes Success* (Game Changer Publishing, October 2025); featured in AP News, Bloomberg Terminal, and 100+ media outlets.
- Guest lecturer, University of Michigan Graduate Entrepreneurial Program (multiple sessions, ~40 students each).

### Chief Experience Officer

*National Consulting Firm (Confidential) — Metro Detroit, MI | Prior Role*

- Served as CXO for a consulting firm that scaled to a billion-dollar valuation during tenure.
- Architected client and employee experience frameworks that drove retention, culture alignment, and measurable engagement outcomes across the enterprise.
- Led cross-functional teams through rapid organizational scaling, change management initiatives, and leadership development programs.

### Regional Market Executive

*National Staffing Firm (Confidential) | ~1999 – Prior*

- Built the Detroit and Philadelphia regional markets from the ground up for a national staffing organization.
- Recruited, developed, and led high-performing sales and delivery teams; established regional culture and client-relationship infrastructure.

- Developed a reputation for leadership through adversity — navigating personal and professional challenges that became the foundation for the CARE Framework philosophy.

## EDUCATION & CREDENTIALS

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### Bachelor of Science

Central Michigan University — Mount Pleasant, MI |

- National Bestselling Author — *Struggle to Strength* (2025)
- NSA Michigan Member (National Speakers Association)
- eSpeakers Verified Profile
- GigSalad Listed Speaker & Facilitator

## SPEAKING & THOUGHT LEADERSHIP

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Jonathan is available for fractional engagements that intersect with leadership, culture, and organizational development. His keynote title — *Developing Your IT Factor* — has been delivered to SMPS, SHRM, and corporate audiences nationwide. His personal resilience story (four knee replacements, relearning to walk four times, 70-pound weight loss) anchors an authentic message about leading through struggle.

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References available upon request · [soulfocusmindset.com](http://soulfocusmindset.com) · Clarity Call: [soulfocusmindset.com/connect](http://soulfocusmindset.com/connect)