



George Noroian

Business Mentor, Trusted Adviser, Growth Strategist – in all these capacities George helps motivated business leaders transform their organizations into strong, profitable enterprises and in so doing helps them achieve their personal and professional goals. His energy, insight and keen understanding of business enable entrepreneurs to create lasting value by focusing on what's most important.

George's approach is to help business owners and managers get clear about where they are going, get organized and then get there by instituting good business practice – from strategic planning and budgeting to improving teamwork and inculcating a culture of accountability. George helps his clients think through the day-to-day challenges their businesses face and acts as a sounding board in finding solutions. He also helps business owners create longer-term plans for their eventual succession and exit from their business, whether that be through family or management buyout, or sale to a third party.

His clients range from small start-ups to large concerns, most of which are owner operated. Most of the companies George works with are located on the west coast of the U.S. and Canada. In addition to advising companies directly, George facilitates CEO Councils, which are peer groups of business leaders who come together as a personal board of directors for problem solving, learning and socializing.

George has been mentoring business leaders from Los Angeles to Vancouver, British Columbia since 2003. Prior to that, from 1999 to 2002, he was President and CEO of Happy Planet Foods, a Vancouver-based maker of premium fruit juices and smoothies. From 1997 to 1998, he led Portola Packaging Canada, a national plastic bottle and closure maker. Before moving to Canada George was Vice President of International and Director of Finance at Portola's head office in San Jose, California.

George's varied background and experience are key assets in enabling him to provide insight and perspective to his clients. He spent eight years as a diplomat in the U.S. Foreign Service, worked in management consulting for a major firm, and was Marketing Product Manager and Senior Editor for a textbook publisher. His current board participation includes Vancouver-based Refinery Leadership Partners and Los Angeles-based Repurpose Compostables. Previously he served on the boards of Vancouver's Walker Bay Boats, Maxem Eyewear, Real Assets Investment Management Company (now Inhance) and Portola Packaging Canada.

George grew up on a farm in California, working in his family's business of growing and canning peaches and other tree fruits. Since 2005 he has overseen the family's 54-acre organic peach farm, and related food processing and land development activities.

George has an MBA from Stanford University, where he also earned a master's degree in biology and a bachelor's in history. George received the equivalent of a bachelor's degree in economics at the Foreign Service Institute in Washington, D.C.