



Craig Hendrickson
Principal
Hendrickson Coaching, LLC

Retired in 2014, Craig spent the majority of his 43-year career in the position of President & CEO of hospitals and medical systems, particularly devoted to organizations in a financial and operational turnaround or startup situation.

Because of the intensity and dynamics of organizational turnarounds, he became very interested in the impact of organizational culture and behavior in performance and creating change. He developed passion and skills for assessing organizational culture; focusing on clear, measurable and achievable goals; and developing a culture which supported those efforts. As a result, he created Hendrickson Coaching, LLC, where he combines career experiences with executive coaching-certified skills developed at The Hudson Institute, Santa Barbara, California, in order to help organizations and executives see and reach their potential.

Craig volunteers with Social Venture Partners Seattle and serves on the governing board for LifeCenter Northwest. He joined the Bloodworks Northwest Board of Trustees in 2017.

Craig earned a Bachelor's Degree from the University of California Santa Barbara; a Certificate in Physical Therapy from the University of Iowa; and a Master's Degree in Business Administration from the University of California Irvine. He is certified as an Executive / Leadership / Transition Coach through the Hudson Institute of Coaching, Santa Barbara, California.

His transition into retirement has allowed him to devote more time to his family, and he loves to swim for fitness and fun, read and cook.