

About

# JES DESHIELDS, PHD, FCA

life & career



Best-Selling Author, *9 Leader Touchstones*  
Founder and Principal Consultant, *Crescent Leadership*  
Lecturer and Instructor, *Cornell University*



Known as a passionate and engaging storyteller, Jes cultivates client relationships of transparency, trust, and authentic connection. Her consulting approach focuses on the long game, applying the appropriate infusion of innovation with endurance-based strategies and conscientious culture mapping.

Jes teaches at Cornell in the Executive Leadership, Women's Leadership, Change Leadership, and Nonprofit Management Certificate programs and is a Lecturer at The Brooks School of Public Policy. She is a Fascinate® Certified Advisor and Trainer and has Certificates in Leading Remote Teams, Nonprofit Leadership, and Diversity, Equity, and Inclusion. Jes regularly speaks and writes on the topics of leadership, team dynamics, organizational systems, and sustainable business growth.

While she is zealous about leadership, equity, and causes related to self-sustainability and women, Jes's first love is family. She and her husband, Dr. Brian DeShields, live in Greenville, South Carolina, with their daughters, Madeleine and Emily, son-in-law, Jordan, and their furry companions Amos, Atlas, and Archer, where they regularly fulfill their curiosity and passion for adventure.

For the past 25 years, Dr. Jes DeShields has studied, evaluated, and applied models of leadership, organizational behavior, and systems change across multiple sectors. From Fortune 250 and privately-owned companies to local, national, and global nonprofits to entire communities, Jes's work has ranged from preparing leaders to successfully run their organizations to improving the trajectory of organizations in crisis and those poised for growth to executing system-wide responses to existential threats.

Jes founded Crescent Leadership, a business consulting and executive coaching firm based on Leader-First® strategies, her distinct methodology for organizational change. Leader-First® strategies challenge leaders and teams of leaders first to examine how their action or inaction reinforces conditions for enduring growth and vitality or stagnation and decline. Jes's essential research was published in her book, *9 Leader Touchstones*, which quickly became a hot new bestseller in 2023.

Prior to launching Crescent Leadership, Jes led the Leadership Consulting team for Girl Scouts of the USA. She and her team served as thought partners and consultants to CEOs across the 50 states, their senior team members, and their Boards, where they navigated dynamic and frenetic operational environments daily.

