

# Cathy Hammer

Owner of Cathy Hammer & Associates / Principal in 4Views



With the need for knowledgeable workers outpacing available talent, it is more important than ever for businesses to create a talent strategy aligned with their business goals. Cathy Hammer helps business leaders improve their effectiveness and increase business progress by investing in their most valuable resource: their people.

Cathy's background and training in business, media, and technology enable her to swiftly develop actionable, measurable and sustainable talent strategies that meet the needs of your business. By drawing on relevant, real-world examples and capitalizing on individual strengths, she helps people work together more effectively and reach their goals faster and with less effort.

Cathy is the co-author of the popular business text "Tips and Tactics for Conducting E-Commerce," host of the podcast "Say What?!", and co-developer of the back-end software for the "The Price is Right." She has a BS from Northwestern University School of Communication and certification in Training and Development from U.C. Berkeley Extension, and in Computer Programming and System Analysis from UCLA. A huge fan of Bay Area life, she is active in the Renaissance Executive Forum, The San Francisco Coordinating Committee of Directors Guild of America, and SF Dives.

*"I wholeheartedly recommend Cathy Hammer as a person with outstanding problem solving skills. I can't remember a single instance where a challenge was presented to her that she didn't solve."*

**Chip Lewis**  
Senior Web Strategist  
ISITE

*"Cathy exceeded our expectations and delivered a first-rate experience for our team."*

**Colin Higgins,**  
President,  
The Golub Group

*"Cathy is passionate about excellence. She pushed our agency to work through difficulties and blocks to ensure that we were able to achieve our potential."*

**Lena Miller**  
Executive Director  
Hunters Point Family

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