

Photographs



Margaret Greenberg



Senia Maymin

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Short Bios

Margaret H. Greenberg is the coauthor of *Profit from the Positive*. Greenberg is a sought-after executive coach by Fortune 500 companies. In 1997, after 15 years in the corporate world, she founded The Greenberg Group, a consulting firm dedicated to coaching business leaders and their teams to achieve more than they ever thought possible. She holds a BA in sociology from the University of Hartford and a Master of Applied Positive Psychology (MAPP) from the University of Pennsylvania. Greenberg lives in Connecticut with her husband and has two grown daughters.

Senia Maymin, Ph.D., is the coauthor of *Profit from the Positive*. Maymin is an executive coach to entrepreneurs and CEOs. Maymin runs a coaches network and is the founder and editor in chief of the research news site PositivePsychologyNews.com. She holds a BA in math and economics from Harvard University, a MAPP from the University of Pennsylvania, and an MBA and PhD in organizational behavior from the Stanford Graduate School of Business. She lives in California with her family.

Margaret and Senia are also the Positive Business columnists for *Live Happy Magazine*. They have been featured in the *Wall Street Journal*, *CNBC*, *Forbes Online*, *Entrepreneur Magazine*, *Executive Travel Magazine*, *The Huffington Post*, *Psychology Today*, *The Economic Times*, and *Talent Management Magazine* among others.

Longer Bios

Margaret H. Greenberg is the coauthor of the business book *Profit from the Positive*. She is a sought after executive coach by Fortune 500 companies. In 1997, after a fifteen year career in corporate HR, she founded The Greenberg Group, a consulting firm dedicated to coaching business leaders and their teams to achieve more than they ever thought possible. A pioneer in the field of positive psychology, Greenberg also designs and leads workshops, webinars, and conferences for business audiences and is an expert on creating strengths-based organizations. Greenberg's research has been featured in the popular Gallup Management Journal and she is a regular business contributor at www.PositivePsychologyNews.com. She has also been interviewed by national media outlets in the US (*Entrepreneur Magazine*) and Canada (*The Globe and Mail*). She holds a BA in Sociology from the University of Hartford, a Master of Applied Positive Psychology (MAPP) from the University of Pennsylvania, and is recognized by the International Coach Federation as a professional certified coach. Greenberg lives in Connecticut with her husband and two dogs. They have two grown daughters. For more information, visit Greenberg's website at www.TheGreenbergGroup.org.

Senia Maymin, PhD, is the coauthor of the business book *Profit from the Positive*. She has been featured in the media—including PBS's *This Emotional Life*, *Business Week*, *Public Radio International*, and *USA Today*—primarily for her work as a positive psychology executive coach. When entrepreneurs and executives seek far-reaching productivity improvements, they call on Maymin as an executive coach and workshop leader. Maymin founded and is editor in chief of a research news website featuring more than 1,000 articles by over 100 authors. Additionally, Maymin oversees a network of coaches that specialize in positive psychology methods. She has worked in finance on Wall Street and in technology as cofounder and president of two start-ups. Maymin holds a BA in Math and Economics from Harvard, a Master of Applied Positive Psychology from the University of Pennsylvania, and an MBA and PhD in Organizational Behavior from the Stanford Graduate School of Business. She speaks Russian, French, and Japanese. She lives with her family in California. For more information, visit the research news website at www.PositivePsychologyNews.com the coaches network at www.PositiveCoaches.net, and Maymin's website at www.Senia.com.

Margaret and Senia are also the Positive Business columnists for *Live Happy Magazine*. They have been featured in the *Wall Street Journal*, *CNBC*, *Forbes Online*, *Entrepreneur Magazine*, *Executive Travel Magazine*, *The Huffington Post*, *Psychology Today*, *The Economic Times*, and *Talent Management Magazine* among others.