

Tony Mainardi

Founder, Executive Coach & Advisor

United States | [LinkedIn](#)

Serving founders, entrepreneurs, and leaders operating in non-traditional, high-stress environments, my work is supported by a background spanning executive coaching, security operations, entrepreneurship, and hospitality. Insight is cultivated through practices and conversations that build physical and psychological resilience over time; increase agility in holding, shifting, and understanding different perspectives; and foster clarity in decision-making.

EXPERIENCE

Operations, Risk & Security Advisor

Jan 2022 — Present

Masterfully Planned Experiences

Remote

Supporting a luxury travel firm designing custom, small-group, and corporate journeys, my role spans organizational management and the risk and security considerations that come with moving clients across borders. The work draws on the same three threads as the coaching practice — leadership, risk, and strategy — applied to a growing company and the people it serves.

- Provide high-level organizational management and founder-level organizational support, working alongside leadership on structure, process, and decision-making as the business scales.
- Conduct global security and threat assessment for destinations and itineraries, drawing on seventeen years of executive protection and behavioral assessment work across 34 countries.
- Manage information security practices across client data and operations, with particular attention to the privacy expectations of high-net-worth travelers.
- Advise across the full client range — leisure, small group, high-net-worth, non-profit, and corporate — where the operating conditions, risk profile, and definition of a successful trip differ meaningfully in each.

Executive Coach

Jan 2015 — Jun 2022

Stagen

Contract Executive Coach for Stagen's Integral Leadership Academy, a year-long program for C-Suite leaders focused on cultivating conscious business approaches. Provided one-on-one coaching, facilitated group sessions, and led bi-weekly teleclasses covering leadership styles, execution, strategic thinking, conscious communication, team development, and interpersonal dynamics.

Founder, Executive Coach & Advisor

Jul 2013 — Present

Thanku, LLC.

Global

My work with individuals and teams centers on Leadership (of self and others), Risk (anything that might interfere with a stated goal), and Strategy (steering through uncertainty). Because my approach is relational and contextual, every engagement is customized, built with the client, using their experience, their current context, and their desired future.

- Serve as executive coach and advisor to founders, entrepreneurs, and leaders across financial services, tech, entertainment, sports, aerospace, travel, health, safety and emergency services.
- Maintained a twelve-year continuous coaching engagement with a financial institution as it grew from \$750 million to \$3 billion in assets, advising leadership through sustained organizational change and growth.
- Conversations typically involve topics such as: needing to make an important decision (especially under time pressure); difficult relationships and team dynamics; managing stress and overwhelm; and getting clear on future/next steps.

Executive Protection Specialist / Safety Consultant

Jan 2008 — Jan 2014

Self Employed

Global

Provided executive protection, behavioral and country assessments, security system consultation, and investigations for high net worth individuals and public figures. Also delivered training on detail advance procedures and protocols for security organizations seeking to enhance operational precision.

Deputy Director Field Details

Dec 1996 — Dec 2013

Galahad Protective Services, Inc

Remote

Helped scale executive protection and behavioral assessment firm from startup to industry leader over ten years, working across 34 countries. Built and delivered training on situational awareness, group dynamics, and communication. Later worked independently as security and behavioral-assessment consultant for high-net-worth individuals (2009–2013).

Hospitality Management

Jan 1993 — Dec 2013

The Gate / Jones Hollywood

Los Angeles, CA

Held management roles in hospitality venues and gained extended exposure to Michelin-rated hospitality operations through security work. A hospitality approach is foundational to my professional disposition: attentiveness, discretion, and relationship.

EDUCATION

University of International Cooperation Oct 2019 — Apr 2021
Certificate in Regenerative Entrepreneurship
140-hour program

California State University, Long Beach Jan 1990 — Jan 1992
International Business
Activities and societies: Football

California State University, Northridge
International Business
Activities and societies: Football

PROJECTS

Grassroots civic initiative and narrative podcast, Elevated Denver, LLC
Co-founded a community-focused initiative addressing challenges in Denver through narrative storytelling. Produced a 10-episode podcast exploring homelessness in Denver.

Regenerative apparel company, Thanku Apparel, LLC
Founded a regenerative apparel company focused on building regional community resilience through integrative production practices.

Infrastructure development initiative, 4Moz
Co-founded an infrastructure development initiative based in Mozambique, working across Agriculture, Manufacturing, Film, and Tourism to build local resilience.

CERTIFICATIONS

Regenerative Finance, Capital Institute

Berens Core Approach, Linda Berens Institute

Spiral Dynamics / Integral Theory, 5Deep Integral

Body Based Approach to Trauma, Bessel Van Der Kolk

Theory U, MITx

SKILLS

Personal Development · Team Building · Project Management · Personnel Management · Logistics · Security · Executive Protection · Executive Coaching · Leadership Development · Coaching · Organizational Development · Management Consulting · Leadership · Culture Change · Workshop Facilitation · Change Management · Strategic Planning · Management · Consulting · Entrepreneurship · organizational strategy · risk management · security operations · behavioral assessment · decision-making · team dynamics · systems thinking · integral theory · regenerative economics · information security · global operations · trauma-informed work · situational awareness · hospitality management · community resilience