



Lawrence B. Costello

Advisor

Lawrence (Larry) Costello is the Founder and Managing Director of The Lawrence Bradford Group which is affiliated with BSG Partners and McBassi & Company. He serves as Advisor to BSG Partners.

Education

Larry holds a bachelor's degree in business and finance administration from New Jersey-based Rider College and attended the Harvard PMD program.

Recent Consulting

Through Lawrence Bradford Group, Larry consults on a variety of issues and topics providing human capital solutions to business opportunities and needs to primarily Fortune 500 companies. Current clients represent industrial, consumer products and private equity interests. The range of projects includes transformational, operational and human resource development activity. Also, he is currently providing executive coaching to "C" level executives.

Background

Prior to establishing The Lawrence Bradford Group, he was Sr. Vice President, Human Resources for American Standard Companies/Trane, and the Campbell Soup Company. Within PepsiCo Inc., he held Vice President of Human Resources position in PepsiCo Foods International, North American Van Lines and Frito Lay. During each of these assignments, he had added responsibility in business general management, strategic planning and operational assignments. Subsequently, he is a partner in HRC Consultants specializing in organizational effectiveness.

Industry and Academic Affiliations

Among his many industry and academic affiliations, Larry has recently become a board advisor of LJH Linley Capital, Sky-Trax Inc. and McBassi & Company. He also acts as a visiting professor and board advisor to Rutgers University's Center for Human Resources Strategy School of Management & Labor Relations and Boston University's School of Management.

Representative Publications

(with L. Bassi and D. McMurrer) "How's Your Return On People?" Harvard Business Review (March 2004)

"Aligning HR Within the Business" Aspator Books (2005)

(with L. Bassi) "Measuring the Value of HR" HR Magazine (December 2006)

(with J. Marquez) "Recession: Handle With Care" Workforce Management Magazine (April 2008)