



Dario Cruz

Senior Consultant & Executive Coach

Dario Cruz is a Senior Consultant and Executive Coach for Highland Performance Solutions. He has worked extensively at the C-level, partnering with executive teams to unleash the human capital potential in their organizations.

With over 30 years' experience working with complex organizations from mid-caps to global Fortune 500 organizations, he offers expertise across the entire talent lifecycle, including employee engagement, enterprise-level strategic planning, cultural transformation, change management, talent acquisition, talent management, succession planning, executive assessment and coaching, leadership development, workforce planning, labor relations, union avoidance, learning management systems and technology, performance management systems, and HR performance metrics.

Dario holds a Bachelor of Science in Political Science from Arizona State University. He specializes in working within manufacturing, industrial automation and food services industries, having previously worked with Mitsubishi Electric Factory Automation.

Dario resides in the northern Chicago suburbs with his wife, Natalie. He enjoys music, going to concerts, and has recently undertaken learning acoustic guitar. Dario is also an avid reader of history and contemporary politics. Additionally, Dario and his wife enjoy travel, especially internationally. Throughout his career, Dario has relocated 13 times, including living three years in Germany. Dario is a veteran, having served 11 years in the U.S. Army (active and reserve) as an infantry officer attaining the rank of Major. His favorite quote is: "Lead, follow or get out of the way!"