

About Nicole Bettinger Zeidler



Nicole is a consultant with The Family Business Consulting Group, specializing in communication, conflict resolution and training next generation family business leaders. Her experience includes facilitating family meetings, educating families and aligning ownership groups.

She has a personal passion understanding of family business and succession as her family owned and operated a grocery store for 95 years before converting into a co-operative. Nicole also spent several years as a member of the Executive Planning Committee and HR Manager of a fourth-generation family-owned construction and mechanical contracting company.

Following the transition from her family business, Nicole was the Operations Manager for the University of Wisconsin Family Business Center. Her work in programming and curriculum planning helped the Center support family businesses through a variety of services including discussion forums, training programs and educational resources.

Nicole joined FBCG in 2016 to advise and assist families across industries, sizes, issues and business cycles. A client noted: "I enjoy thinking about and answering the questions Nicole raises and believe she has made a big difference in how our family is working together."

She is a co-founding facilitator of FBCG's Women in Leadership Peer Group where she provides thoughtful advice and leadership for the unique dynamics this niche faces.

Nicole lives in Madison, Wisconsin with her husband and three dogs where she enjoys reading, spending time with family and exploring the area's many lakes.

Specialties

- Next Generation Education, Team Building and Development
- Mediation, Communication and Conflict Resolution
- Strategic and Long-Term Planning
- Family Governance and Policy Creation
- Leadership Development and Coaching

Education

Nicole has a BA in History and International Studies from the University of Wisconsin, an MBA from Roosevelt University in Chicago, a Certificate in Family Business Advising from the Family Firm Institute, as well as training in Facilitation and Mediation from DePaul University in Chicago

Nicole can be reached at bettinger@thefbcg.com or by phone at 608.206.2261.