Behnam Bakhshandeh, PhD, MPS, Founder & President



Behnam Bakhshandeh is an accomplished business manager known widely as a dynamic writer, speaker, personal and professional development coach, and trainer. Drawing on his passion and visionary leadership, he delivers extraordinary results in record time. Behnam brings his broad experience and successful track record to each project, whether it involves personal development, implementing customer-focused programs, integrating technologies, redesigning operational core processes, or delivering strategic initiatives.

Before designing Primeco Education technology, Behnam led educational programs and later managed operations for a global education organization based in two major US cities. During these seven years, Behnam worked personally with tens of thousands of participants. He was accountable for expanding customer participation, training program leaders, increasing sales, and improving the finance department's efficiency and the overall operations management for the staff and their team of over 400 volunteers, who served an annual client base of over 10,000.

Behnam designed the Primeco Education technology in 2001. Since then, he and his team members have helped countless businesses and individuals achieve their goals and transform their thinking. His proven methodology and approach are based on his extensive experience in business and human relations.

He consistently delivers and works with others to produce results beyond expectations. This exceptional business and personal growth rate results from his high integrity, unprecedented teamwork, open communication, and a contagious, steadfast commitment to excellence in all business operations, personal relationships, and professional interactions. Behnam is a shining example of how combining vision and goals with hard work consistently pays off, even beyond the highest expectations. His work with businesses has resulted in successful team building, companies that grow through a shared vision, efficient process redevelopment, increased revenues, and work environments that support employee satisfaction and retention.

Committed to lifelong education, Behnam returned to school and earned his Bachelor of Science Degree in Psychology from the University of Phoenix. He continued his graduate studies at Penn State University, earning a Master of Professional Studies in Organizational Development and Change, followed by a Doctorate in Workforce Education & Development with a concentration in Human Resources Development and Organization Development at Penn State. Behnam enjoyed expanding into psychology as an addition to his already strong background in philosophy and ontology. He particularly enjoyed and was inspired by Positive Psychology and the work of many psychologists who used a Humanistic Psychology approach to empower and treat their patients. Behnam finds these two psychological approaches very similar to his work, methodology, and approaches.

To date, he has authored and published 20 books in the personal and professional development and training industry. He also designed and facilitated 17 coaching modules for individuals, couples, the public, teams, and organizations, 9 audio/video workshops, and many seminars and training workshops.

Behnam is widely known for his commitment to making a difference in every life he touches. He is distinguished in his field for delivering outcomes that fulfill all his clients' dreams. His rigor ensures results, while his compassion and sense of humor bring play to every working relationship.

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