

Steve Frohman

Co-Founder, Solutions for Intimacy

Steve Frohman is a professional speaker and business consultant specializing in executive coaching and leadership development. After some 30 years of experience, he never thought he would need to apply these skills to the men's health arena. However, following his personal battle with prostate cancer, Frohman discovered a major void – there were very few resources addressing the intimacy and emotional issues following prostate cancer treatment.

Frohman was determined to find a solution. After extensive research, education and personal experimentation, he and wife Cindie Hubiak created Solutions for Intimacy. Together, and with a team of highly respected health and wellness experts, they developed a program that includes a series of in-person sessions, study materials, resources and individualized coaching to help individuals and couples live sexually fulfilling lives after prostate cancer treatment.

Today, Frohman and Hubiak serve as the Solutions for Intimacy program coaches, guiding couples and individuals through the physical, emotional, mental and spiritual aspects of intimacy following prostate cancer.

In addition to operating Solutions for Intimacy, Frohman serves as president of Applied Synergistics International, Inc., a business-consulting firm specializing in organizational effectiveness, leadership development and business process management. Prior to forming the company, he worked with IBM for 23 years in various senior management and staff positions.

Frohman continues his work as a professional speaker, delivering keynotes and seminars on systematic strategies for dealing with the challenges and opportunities associated with change. He has also been quoted in *The New York Times*, *The Chicago Tribune* and *The Los Angeles Times* on various business issues.

Frohman and Hubiak reside in Scottsdale, Ariz.