

JIMMY BATES

CULTURAL SYSTEMS ARCHITECT &
LEADERSHIP DEVELOPMENT
CONSULTANT



Jimmy Bates is a born and raised Alaskan, a **26**-year U.S. Army Airborne Infantry combat veteran, and certified leadership coach. He is the founder of **AZIMUTH 180°**, LLC, a leadership and culture development company. **AZIMUTH 180°** specializes in helping individuals, teams, and organizations transform internal chaos into clarity, peace, and purposeful leadership.

As a Cultural Architect and Leadership Strategist, Jimmy Bates helps individuals and organizations build intentional cultures where people and purpose thrive in alignment. Drawing on decades of military leadership, executive coaching, and human development experience, he specializes in both designing cultures from the ground up and transforming those that have lost their way.

Through a blend of diagnostics, assessments, and deeply human conversation, Jimmy uncovers the hidden dynamics shaping behavior, trust, and performance. He then helps leaders and teams replace dysfunction with clarity, communication, and cohesion — creating environments where peace and productivity coexist.

At every level of leadership — from self to team to organization — Jimmy develops leaders who know themselves, lead with integrity, and multiply healthy culture. His work extends beyond coaching into culture-building systems, leadership academies, and transformative retreats that align people with purpose, values, and mission.

CONTACT

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