

Michael Treacy

**Growth & Innovation Expert, Business Strategist, Entrepreneur
and Bestselling Author**

Introduction

Michael Treacy brings over 30 years of experience helping companies achieve market leadership. His ideas about customer value propositions and growth disciplines have been used by companies across the globe to reshape strategies, bolster competitive positions and dramatically improve top and bottom line performances.

Mr. Treacy's ideas have been shaped by his rich experiences as an academic at MIT, as an advisor to some of the most successful firms of the past decade, and as an entrepreneur who has established and led several successful firms. In his career he's encountered and surmounted almost every obstacle to achieving exceptional company performance and building extraordinary firms.

He is the founder of Treacy & Company Inc., a new venture and consulting firm that launches new businesses and advises established companies on issues of strategy, growth, and profitability. Treacy & Company actively plans, funds, and launches new business ventures. The firm places its own capital at risk where it believes that its strategic insights and management advice can lead to marketplace success.

Treacy & Company also serves some of the world's best known companies in financial services, telecommunications, industrial products, healthcare, and consumer goods. The work of the firm draws on Mr. Treacy's three decades of research on business performance. His most recent book titled, *Double Digit Growth: How Companies Achieve It No Matter What*, has been a Business Week bestseller. It presents a common sense approach for achieving superior, profitable growth. His earlier co-authored book, *The Discipline of Market Leaders*, has been a New York Times bestseller; it outlines the principles of leadership in a competitive marketplace – focused on an unmatched customer value proposition delivered through a unique operating model design. Many companies large and small have adopted these principles to drive their own business strategies and build competitive advantage.

Formerly a Professor of Management at the Sloan School of Management at the Massachusetts Institute of Technology, Mr. Treacy received his PhD. from MIT and his engineering degree from the University of Toronto. He has served as a board member for several leveraged buyouts and new ventures.

Please join me in welcoming Mr. Michael Treacy...

(4/12)