

Arthur E. Petty Professional Summary

Art Petty is an accomplished business leader and marketing executive and a popular management author/blogger, speaker and trainer/educator with experience serving firms and professionals in technology, manufacturing and services around the globe.

Petty is co-author of the highly reviewed book, [*Practical Lessons in Leadership-A Guidebook for Aspiring and Experienced Leaders*](#), and the author of the popular, Alltop-listed blog, [Management Excellence](#), featuring the weekly Leadership Caffeine articles.

His management and leadership writing is regularly featured in the SmartBrief publications, and he has appeared in BusinessWeek On-Line, Communication World and many other publications.

Petty regularly speaks at conferences and runs workshops on leadership, strategy, innovation and performance. A number of his workshops focus on supporting the development of leadership, strategic thinking and communications skills for project managers, product managers, technical professionals and non-profit professionals.

In addition to speaking and workshop activities, Petty is a highly rated management educator at DePaul University, The Illinois Institute of Technology and The Academy for High Performance at McHenry County College.

Prior to forming Strategy & Management Innovations, LLC and Building Better Leaders.com, Petty served a number of the world's premier firms as a marketing and sales professional and senior executive.

As the Chief Sales and Marketing executive reporting to the CEO for Firstlogic, Inc., he was part of the senior management team that rescued, recast and grew the firm into the market leader in a segment of the fast growing business intelligence software market. Petty led the firm's strategy formation and managed all go-to-market resources and budgets. The firm was successfully sold to Business Objects, Inc., after growing from \$30 million to \$67 million in annual revenues during his tenure.

As a Marketing Strategy Director at Pittway (now Honeywell), Petty worked directly for the Group President of a \$500 million unit and supported the global divisions, including Notifier, Inc., System Sensor and Xetron for strategy development and marketing execution.

At Panasonic (Matsushita Electric), he led the marketing, product management and sales functions as a Group Manager, for this global giant's first true "systems" division. The division became a leader in retail and restaurant automation systems and services.

At Omron-Tateshi, Petty gained early-career experience in marketing, sales and product management with this global giant in systems, medical product and control components.

Art Petty lives in the Chicago, Illinois area with his wife and two sons.