

## Arthur E. Petty Professional Summary

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Art Petty is an experienced senior executive bringing global marketing, sales and strategy capabilities to his employers and clients. Additionally, Art has achieved visibility as a management and leadership author, educator and speaker since the publication of his book, [Practical Lessons in Leadership](#).

Art is the founder of [Strategy & Management-Innovations, LLC](#) where he serves small and mid-sized firms for strategy and marketing consulting and [Building Better Leaders™](#), an on-line leadership training and mentoring practice focusing on a variety of professional audiences.

Prior to forming Strategy & Management Innovations, LLC and Building Better Leaders, Art served a number of the world's premier firms as a senior marketing and sales 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. Art led the firm's strategy formation and managed all go-to-market resources and budgets.

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

At Panasonic (Matsushita Electric), Art 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.

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

Art regularly speaks at conferences and runs workshops on leadership, strategy, innovation and performance. In addition to consulting, speaking and workshop activities, he is a management educator at DePaul University, The Illinois Institute of Technology and The Academy for High Performance at McHenry County College.

Art earned an MBA from DePaul University and a BA in Finance from the University of Illinois-Urbana. Art is an alumnus of a number of executive programs at Northwestern's Kellogg Graduate School, including the year-long Kellogg Management Institute.

### **At-A-Glance:**

- Principal & Founder, Strategy & Management-Innovations, LLC (marketing consulting and training)
- Vice President, Sales and Marketing, Firstlogic, Inc. (business intelligence software)
- Marketing Strategy Director, Pittway Technology Group (industrial life safety/building automation)
- Group Manager, Panasonic Retail Systems (retail point-of-sale software and systems)
- Marketing and Product Manager, Omron Tateshi (retail point-of-sale systems)