



## *About Rich Horwath...*

Rich Horwath is the author of the best-selling book on strategic thinking, *Deep Dive: The Proven Method for Building Strategy*, which has been described by the director of worldwide operations for McDonalds as "...the most valuable book ever written on strategic thinking." He is a national television thought-leader on strategy, having appeared on NBC, WGN, FOX and the *Chicago Tonight Show* to discuss the strategic aspect of current issues. He is the founder and president of the Strategic Thinking Institute, a former chief strategy officer, and professor of strategy at the Lake Forest Graduate School of Management. He is the author of four books and more than fifty articles on strategic thinking and has been profiled in business publications around the world, including *Investor's Business Daily*. He was ranked the #1 speaker on strategy by the Society for Healthcare Strategy.

Rich works with *Fortune* 500 companies located in the U.S., Europe and Asia-Pacific. He guides executive management teams through the strategy development process and has helped world-class organizations such as Abbott, Adidas and Pfizer increase their organizational competency in strategic thinking. Rich created the *Deep Dive Learning System* to help managers become truly strategic leaders through assessments, books, workbooks, software, group workshops, practical application exercises and one-to-one strategic counsel. His monthly e-publication entitled *Strategic Thinker* is read by thousands of business leaders and academicians around the world.

Rich earned an MBA with Distinction from the Kellstadt Graduate School of Business at DePaul University and has completed post-graduate studies in strategy at the University of Chicago Graduate School of Business and the Amos Tuck School of Business Administration at Dartmouth College. He resides in Barrington Hills, Illinois.

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