

Meet Rich Horwath

Rich Horwath is a *New York Times*, *Wall Street Journal* and *USA Today* bestselling author on strategy. As the CEO of the Strategic Thinking Institute, Rich leads executive teams through the strategy process and has helped more than 50,000 managers around the world develop their strategic thinking skills. A former Chief Strategy Officer and professor of strategy, he brings both real-world experience and practical expertise to help leaders build their team's strategic capabilities.

Rich and his work have appeared on ABC, CBS, CNBC, CNN, NBC and FOX TV. He is recognized in the textbook *Strategy in the 21st Century* as one of the key contributors in the history of strategic management for his thought leadership in the field of strategic thinking. A highly sought-after keynote speaker, Rich has spoken to leaders at world-class companies including Google, Intel and FedEx and has been ranked the #1 speaker on strategy & innovation at national conferences.

Rich is the author of six books, including, *Elevate: The Three Disciplines of Advanced Strategic Thinking*, which a leader at Intel proclaimed: "If you only read one book on strategy, this has to be that book!" His book, *Deep Dive: The Proven Method for Building Strategy*, has been described by the Director of Worldwide Operations for McDonalds as "...the most valuable book ever written on strategic thinking." And *Strategy for You: Building a Bridge to the Life You Want*, helps people apply the principles of business strategy to their overall life and was the #1 bestselling book on Amazon.com.

Rich's innovative work in the field of strategic thinking has created dozens of proprietary offerings including group workshops, assessments, books, mobile apps, workbooks, software, podcasts, videos 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 served as a professor of strategy at the Lake Forest Graduate School of Management. He resides in Barrington Hills, Illinois.



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