



Healthcare Leader Comments on Working With Rich

"I appreciated your ability to teach/facilitate/moderate and move us through the strategy development process in a productive fashion. Your modular and highly tailored approach of the process to our business fits our needs nicely. Thank you for your preparation and hard work in navigating our executive team and next level leaders through these strategy sessions. One year later, I can say that your work had a dramatically positive impact on our business. In addition to the strong strategic plan we developed, you infused a new mind set into our organization that has created the strategic discipline to make important trade-offs and has unleashed a powerful energy of confidence. You've truly made a difference to our business."

Don Pogorzelski, President, Genzyme Diagnostics

"You did an excellent job assisting individuals throughout the various levels of the organization to understand that while strategy is a somewhat abstract and intangible concept, there are a variety of tools and methods available to guide teams through a definable process that leads to a well-structured and focused strategy development effort. Your materials are thoughtfully constructed, understandable and useful in leading a group through a comprehensive and objective analysis of their business that ultimately results in action plans focused on differentiating themselves from the competition. Your grasp of the topic of strategy along with a comfortable and upbeat presentation style is effective in facilitating the overall strategic thinking effort."

Jerry Casey, Senior Vice President, Genzyme Diagnostics

"Rich's skill in facilitation and leading teams is key in delivering his concepts on strategic thinking. He is creative in the approach and development of thinking tools but not intrusive. He encourages his clients to build the strategic process themselves, draw their own conclusions consistent with their business and follows up to make sure they are 'living the process.' I would recommend Rich to leaders who want to build strategy and want value for their investment."

Norman Tashash, VP of Sales & Marketing, Genzyme Diagnostics

"I learned more useful and practical strategy tools in one day with you than in five days at the Wharton Executive Education Program on Strategy. Your Strategic Thinking workshop was much more of what I was looking for: one day of using practical tools to help develop a strategy. I can envision using what you taught us immediately with my team for next year's planning."

Michael Tomcsanyi, National Director, Sunovion



"I thoroughly enjoyed the Deep Dive Strategic Thinking and Planning session as well as your book. We are working hard to implement the techniques we learned. There is a simple elegance in your strategic thinking framework, and application requires effort to do things differently than we have done in the past. Unlocking the true value of the program will come in the discipline to drive it throughout our entire organization. Most important, it is causing us to think and approach things differently. Huge value!"

Don Sawyer, Senior Vice President, Regeneron

"Your strategy program was inspiring and right on point. I observed that my team was able to take the concepts and tools you presented and immediately apply them in our meeting. Your practical explanation of some rather intangible concepts made the difference. I honestly believe that all participants left this week as better "strategists" with a clear understanding of how strategic thinking is an ongoing process that, when properly employed, will lead us to the competitive advantage we seek."

Steve Lamb, President & CEO, Mizuho

"I enjoyed collaborating with Rich Horwath on Strategic and Executive Management Principles. Rich customizes his approach to meet the needs of executive leaders. While the concepts are not complex, determining how best to assess the business and adjust the allocation of resources to achieve optimal results is something few organizations do well. Rich has given himself to the study of strategy and has a gift of helping leaders elevate their strategic acumen."

Michael Combs, President & CEO, CorVel Corporation

"Rich Horwath and the Strategic Thinking institute have given us a common language to talk about strategy along with a clear and concise process for developing strategic direction. Our business leaders have embraced the approach and are using it to drive meaningful results for the company. If you are looking for a way to elevate your team's strategic thinking and planning skills, the Strategic Thinking Institute will exceed your expectations. Since our initial workshop with Rich, we have partnered with him over the past 10 years to facilitate our key leadership team meetings and provide strategic coaching to our executive team."

Erin Stucky, President and CEO, Blue Cross and Blue Shield of Kansas City

"Thank you again for leading our latest strategy workshop. The session resulted in new insights for our executive team and development of strategic themes that will be the basis of new growth initiatives. It also provided us with a strategic framework that we can use to advance our business."

Danette Wilson, Former President & CEO, Blue Cross Blue Shield of Kansas City



“From a marketing perspective, the Strategic Thinking Program was one of the best workshops that I have attended in the last 28 years! Additionally, I think this is a type of program that should be offered to all marketers regardless of how long they have been in marketing.”

Tim Holbrook, Director, U.S. Transplant Marketing, Pfizer

“As a result of Rich’s expertise in the realm of Strategic Thinking, Greenstone has become better equipped to handle both short term objectives and our long term vision. His expert facilitation during our workshops allowed the executive team to realize a clear vision that will have economic impact for years to come. The industry faces exponential change and our work with Rich has positioned Greenstone for a competitive advantage. We cannot thank Rich enough for his expert consultation as Greenstone looked to engrain ourselves for long term success. This vision is being realized through a more defined strategic direction and clear vision that will drive our true north as an organization.”

Kevin Valade, Senior Director of Commercial Strategy, Greenstone

“Rich Horwath did an exceptional job at helping our organization take a Deep Dive into how we were looking at strategy and planning. Since our Deep Dive session with Rich at our National Meeting, we have received feedback throughout the organization that it was the best session they have ever attended. The skills and tools have immediately made an impact on our organization.”

John Berrios, Vice President of Commercial Operations, Bayer

“We have worked with Rich and the Strategic Thinking Institute for 15 years. We have searched high and low for other Strategy programs, and none come close to the content, expertise, and delivery that Rich brings. Beyond his workshops, he offers ongoing support/consultation, and he REALLY means it! Rich helped me to prepare a strategic plan to be delivered in front of hundreds of people and his coaching allowed me to show up at my best. You will not find better programs on Strategic Thinking anywhere. Rich is a true partner.”

Alison Pulte, Director of Leadership Excellence, Novartis

“Thank you so much for leading an impactful and energy filled Strategic Thinking & Business Planning session for us last week! I found your ability to bridge strategic concepts and translate those into concrete exercises linked to our product strategies to be particularly relevant and beneficial. I also appreciated the time you spent with our team ahead of the summit to prepare and to collaborate with us. I look forward to collaborating again in the future!”

Aliya Omer, Vice President and Head of Global Strategy, Kite Pharma



"Rich is a true professional who delivers energetic, impactful and practical workshops and seminars. Rich's Deep Dive Strategic Thinking program provides a framework that is easily understood and applied for immediate results."

Joe Palumbo, Director, HR-Organizational Development, Novartis

"Over the years, I have participated in a number of programs on strategic thinking, including a multi-day American Management Association seminar. All of these have fallen short in comparison to your program. Your expertise in this area of strategic thinking and planning is clearly reflected in your excellent course content, design and facilitation."

Sabine Stolle-Dobrott, Executive Director, Training & Development, Sunovion

"I have been in the pharmaceutical industry for 20 years and felt the day with Rich was priceless!!"

Doug Pace, Director of Marketing, Insys Therapeutics

"I participated in your Strategic Thinking class yesterday and I cannot speak highly enough about the content, delivery and overall presentation! I told my manager that in all the 17 years I have been in the Pharma industry, this class was the most interesting and most appropriate class I have had the opportunity to take. Thank you!"

Beth Petersen, Regional Account Manager, Sandoz BioPharma

"I found the strategic thinking session to be very helpful by not only facilitating discussions around current business issues and opportunities but most importantly providing the sales manager with the tools to implement strategic thinking with their teams on their own. While this was the second time as a participant, it really allowed me to reflect more in-depth about our organization's strategy review process and ways which we can drill that down to the territory level. Excellent session!"

John Torpy, National Sales Director, Assertio Therapeutics

"I wanted to thank you again for the outstanding Strategic Thinking workshop you led with my team. The feedback has been nothing short of outstanding. We were particularly impressed by how well you knew our business and applied the principals laid out in your book to the current issues we are facing. The team walked away with a new sense of empowerment to say "No" to the many competing demands and really focus on those that would create a distinct competitive advantage for our products. Thank you for your time, energy, and especially for your expertise. This was one of the best investments we have made in the development of our team."

Troy Iaconis, Director, Managed Healthcare Channel Marketing, Abbvie



“Spending time away from the office discussing the broader challenges and possible strategies for your business is so important. The Deep Dive methodology introduced by Rich helped us to focus on the real issues and forced us to have some difficult conversations about our business; but the outputs made it so worthwhile. The whole management team came away with a much better understanding of the strategic direction we wished to take our business.”

Will Stockburn, General Manager, Sekisui Diagnostics

“Rich’s Strategy Workshop for our key account managers was one of the most impactful and practical sessions at our National Sales meeting. He expertly translated strategy from concept to execution, giving our teams a clear, structured approach to navigating complex hospital accounts with confidence and discipline. What set this workshop apart was its relevance. Rich took the time to understand our business, our customers, and the real-world challenges our field teams face. The content was engaging, highly interactive, and immediately applicable, equipping our Key Account Managers with tools they can use to drive strategic conversations, align stakeholders, and create differentiated value. Most importantly, the workshop elevated how our teams think about strategy—not as a one-time exercise, but as a continuous, customer-centric way of operating. The feedback from the team was overwhelmingly positive, and the impact will extend well beyond our NSM. One year later, I can say our plans are 1,000% better because of the tools and techniques Rich helped us implement. I highly recommend Rich as a strategic partner and facilitator for organizations looking to strengthen strategic capability and execution.”

Nicole Short-Meissler, Senior Regional Sales Director, Nestle Health Science

“Having been through several of Rich’s workshops, I continue to take away different pearls each time. His ability to tailor a workshop to the specific needs and language of an organization is appreciated and the entire team consistently feels it is one of the highlights of their training program. Rich challenges people to think differently and to think bigger. He challenges “status quo” thinking that so many organizations fall into and forces you to think outside of the box and more strategically.”

David Scisciani, Associate Director, Regeneron

“I have had the pleasure of engaging Rich for over three years for the Sanofi Marketing organization. Rich is a guru of business strategy. His strategic thinking courses are the best I have encountered and have consistently obtained very favorable feedback from Sanofi marketers. His courses raised marketers strategic thinking abilities and enhanced the annual marketing plans.”

Regina Shanklin, Senior Director, Marketing Capabilities, Sanofi



"The workshop you facilitated on Strategic Thinking & Planning was phenomenal & the insights gathered will make me a much better leader moving forward. Thank you again for sharing these valuable strategy frameworks and tools."

Drew Bey, Cardiovascular District Sales Manager, Amgen

"Thank you for the exceptional Strategic Planning and Account Management Training today! You are a remarkable presenter and have provided our team with valuable information, insights and resources. The feedback from the field reimbursement leadership team has been phenomenal! Thanks again, Rich!"

Maggie Kapp, Field Reimbursement Trainer, Novartis Pharmaceuticals

"Rich, thanks for a great program on strategic planning and account management! The feedback from the team has been pouring in about how much they enjoyed the training, and the value this will add to them and their job as account managers on a daily basis moving forward. You presented it in a way that was simple and actionable. With the 3A Strategic Thinking and Planning Framework, we as a leadership team realize the importance of Allocation and empowering our teams to make decisions that are best for their business. We also have plans in place to leverage the GOST model to set strategies that will help us achieve our goals as a team and individually. What was really awesome for me to see the very next day as I went into the field with an account manager is that she had printed out the Opportunity Matrix and was actively working on initiatives that would have the greatest impact on her business. Again, thanks for joining us this week and leading us through this program."

Michael B. O'Connor, National Director, Novartis Pharmaceuticals

"Rich is a gifted strategist and facilitator. He is incredibly adept at relating his strategy concepts and framework to all roles and levels in the organization. His programs offer a simple, yet effective process that creates a common language and process for strategy to minimize complexities and maximize alignment."

Jennie Coughlin, Deputy Director of Training, Bayer

"Thanks for your insight and experience in this critical area of business. "Strategic Thinking" are words you hear often in every business, but rarely do you see a person with the ability to make it simple; you did this for us! You got us to THINK: step-by-step and before we knew it, we were on our way to developing better strategic plans. Great job on the facilitation and learning principles. This was an 8-hr session and it flew by!"

Dan Orizotti, Director, Training & Management Development, Depomed



"I thought the Strategic Thinking & Planning session was spot on for what our team needed. It was a welcome "pause" from the day-to-day for our teams to think and focus on what's most important. The 3A Strategic Thinking and Planning Framework that you walked us through was quite intuitive with lots of application and scalability. It was very evident how much the team enjoyed the framework and how to balance priorities and importantly to have a "plan". Thank you again and let's stay in touch.

Cristian Azcarate, Executive Director, Novartis Pharmaceuticals

"Rich helps our leaders hone their critical priorities into powerful strategies. We are very blessed to have Rich leading us through our strategic thinking and planning. He is our Strategy Whisperer."

Jorge Luna, Southwest Regional Director, Novartis

"I appreciate your workshops and coaching for our Novartis team on developing a Strategic Mindset. It was super helpful to not only reinforce some strategy basics (you must carve out time to think strategically and stop allowing day-to-day fires to hijack this time) but to also discover some good tools to make it easier to leverage strategic thinking (GOST and 3A Strategic Thinking Framework). Now to see if we can truly transform into StrategyMan or allow the Anti-Strategy Squad to keep us at status-quo!"

Scot Dyer, Executive Director, Trade-Specialty-GPO, Novartis

"I wanted to thank you for the excellent virtual sessions on strategic thinking and planning over the past several months. This has been very helpful to me as I have been a leader for 17 years in pharma and was in a place where I needed this type of training experience to heighten my effectiveness. I have already implemented many tools you shared with us from our past sessions and look forward to working with more. We are holding 1-day pocket meetings next week and I plan to discuss/implement the SWOT and Culture worksheets for group activities during our area business time. Much appreciated!

Suzanne Hochman, M.A., Area Business Leader, Los Angeles/Hawaii, Novartis

"Rich is a thought leader in the strategic thinking world and does an exceptional job elevating our account management professionals to think strategically. He is an asset to our learning curriculum for the leaders within our organization."

Yumeka Strother, AD, Account Management Training, Novartis



"Working with Rich one-on-one really challenged me to think about our organization and our current approach to strategy. He asks great, thought-provoking questions that make you pause and think about your next move. There were many tips that I took away that could be applied on a daily basis, such as regularly challenging how we use our resources. The tools he shared helped us sift through priorities, define our goals & create a winning value proposition. We exceeded our expectations 12 months later!"

Michele LeSueur, Business Unit Director, Celgene

"The Strategic Coaching Program is a terrific resource for leaders. The content is highly customized and it allows the leader to consider multiple elements of strategy development through an in-depth and critical lens. It also contains several unique resources for assessing the effectiveness of my company's strategy which I will utilize with my teams as we move forward. Rich does a great job of guiding you through the program in a supportive and realistic way. His command of the content and relevant business experience enables him to relate to the participant with competence and authenticity. The Strategic Coaching Program definitively enhanced my professional development and I am a better leader for having worked through it."

Andrew Sawyer, Senior Regional Sales Director, Celgene

"Thank you for facilitating an outstanding strategic thinking session with our top CEO customers within our industry. The CEO's believe that the program provided them with tools that will allow them to be more effective strategists. In addition, we received a lot of praise about your expertise in the field of strategic thinking and your ability to deliver the information at the right level. Thanks again for a great program."

Dean Gregory, President, Medical Devices, Fresenius Kabi

"I have worked with several executive coaches over the course of my career. I will say no other coach has been more impactful on my professional and personal growth than Rich Horwath. I am developing practical skills to enhance my strategic capabilities and regularly apply this new way of thinking to most everything I do in my role today. Rich tailors his approach to meet my specific needs based on my greatest opportunities for development. Every session with Rich results in improvements for me, both professionally and personally. Learning new ways to decision, solve and grow from Rich Horwath is the greatest gift my company provides to me."

**Jenny Housley, Senior Vice President & Chief Marketing Officer,
Blue Cross and Blue Shield of Kansas City**



“I found significant value in working with Rich over the course of a couple years. My leadership capabilities have grown as a result of his writings and his one-on-one coaching, including my ability to think and plan strategically and coach members of my team. Rich is a practical thinker and good listener. He probes for needed information and context that helps me get to the heart of issues I’m facing that go beyond strategic planning into all areas of management leadership, including succession planning and team member development. I would recommend Rich to other executives who want to become better strategic thinkers, planners, managers, and leaders.”

Mark Newcomer, General Counsel, Blue Cross and Blue Shield of Kansas City

“Rich brings a personal, inviting style to business growth, and leadership development. His strategic coaching has broadened our business and my personal success. He is quickly able to identify gaps in strategic thinking and create a disciplined approach that our entire organization has integrated into our business. Rich also facilitates discussions on leadership and serves as coach and counsel for our teams. This team-based approach combined with individual coaching has led to lasting change and increased our ability to create meaningful strategy and sustainably execute. He has unlocked my strategic leadership potential through thoughtful conversations, insightful questions, and resources that are timely and effective.

Whether it’s improving your decision making, talent assessment, executive team development, identifying your leadership values, succession planning, or board engagement - Rich is your coach! I’m not sure I can truly encapsulate my interactions and own personal development in any other way than to say - I believe I am a better leader for my teams, my company, and myself because I met Rich.”

**Greg Sweat, M.D., Senior Vice President & Chief Medical Officer,
Blue Cross and Blue Shield of Kansas City**

“Rich is a polished and engaging speaker. His keynote speech on developing an individual strategy was well received by all team members at our recent meeting. Rich’s points on thinking, planning, and acting strategically are relevant for all levels in an organization and applicable for their daily lives, both personally and professionally. We look forward to our continued partnership with the Strategic Thinking Institute.”

Leslie Washburn, Chief of Staff, CorVel

“Rich has been an invaluable coach in helping me to elevate my vision and reach to focus on what could be instead of merely where I’m going. Rich is easy to talk to and does a great job of eliciting comfortable dialogue about my deepest business concerns, which quickly turns into productive discussion and coaching.”

Dave Ward, SVP & Chief Financial Officer, Blue Cross of Idaho



“Rich always forces me to pull back from the day to day and review at a higher level. He provides a ‘reset button’ not only to what I am doing, but a reset on how I move within my organization's culture, how I interact with my peer group and how I reset managing my boss. Often, it is easier to stay in the pocket and grind vs. come up for air, but my interactions with him enable me to reassess the chess board and re-engage.”

Henri Cournand, President & CEO, Cobalt Holdings

“Rich, thank you for working with our senior executive team to help make us better. I really have enjoyed the sessions and have gotten a lot of valuable insight, tools and frameworks to better help BCI succeed. These executive strategy sessions have given us very valuable frameworks and tools we can use to help us focus on the right things at the right level. The workshops have also given us some confidence that we can effectively lead the company in developing and implementing its strategic plan. The sessions have also allowed the senior team to have some of the tougher conversations that weren't happening and given us the ability to continue to have those conversations in a safer context of what is best for the company and what is and isn't adding value to the company. I look forward to future sessions.”

T. Ralph Woodard, Jr., EVP and Chief Financial Officer, Blue Cross of Idaho