

Art Petty Professional Summary

Art Petty is an experienced senior technology industry executive bringing character-based leadership and global marketing, sales and strategy capabilities to his employers and clients.

Art is the founder of [Strategy & Management-Innovations, LLC](#) (dba Art Petty Group), a management consulting and leadership training practice, where he serves a broad range of firms and individuals seeking to improve business, team and personal performance. Art is a frequent speaker and workshop presenter at company and association meetings.

Art is the author of the 2011 book, [Leadership Caffeine-Ideas to Energize Your Professional Development](#) and the originator and co-author of the 2007 book, [Practical Lessons in Leadership](#). He writes extensively on management and leadership via his Alltop-listed [Management Excellence blog](#). Art is a leading voice for management innovation, leadership development and the creation of high performance teams.

As a marketing, product management and sales executive, Art played a key role in raising software firm, Firstlogic, Inc. (now part of SAP) and systems provider Panasonic POS, to significant growth and positions of market leadership

As the Chief Sales and Marketing executive reporting to the CEO for Firstlogic, Inc., he was part of the team that turned-around, recast and grew the firm into the market leader in an emerging segment of the business intelligence software market. Art led the firm's strategy formation and managed all go-to-market (marketing, sales and product) 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 strategy and marketing consultant, supporting the firm's global units, including Notifier, Inc., System Sensor and Xetron.

At Panasonic (Matsushita Electric), Art led marketing and product management from the early stage of this global giant's first "systems" business unit, and drove the investment in new products, new product lines and distribution channels. At the time Art left for Pittway (Honeywell), the business had achieved global market leadership in its core segments. Art was Group Manager, responsible for all marketing, product and sales teams at the time.

Art is a highly-rated management educator, serving regularly at DePaul University (Kellstadt) and in the FastTrack Program for Professionals at McHenry County College. Additionally, Art has taught management at The Illinois Institute of Technology.

Education:

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 and a participant in the Kellogg Executive Scholars program.

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)