

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.

As a marketing, product management and sales executive, Art played a key role in raising Panasonic POS and Firstlogic, Inc. to market prominence. **As a consultant, trainer, educator and author of two books and over 700 articles**, Art has established himself as a leading voice in the development of leaders and high performance project teams.

Art is the founder of [Strategy & Management-Innovations, LLC](#), a management consulting and leadership training firm, where he serves a broad range of clients seeking to improve business, team and individual performance.

Art is the creator of the *Building Better Leaders™* programs (on-line and live) and coaching services. His clients benefit from his broad experience, passion for management excellence and commitment to their success.

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 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 at The Illinois Institute of Technology and will teach at Columbia of Missouri in the Fall of 2011.

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)