

Michael Treacy

Author, Strategist and Entrepreneur

CSA CELEBRITY SPEAKERS

Michael Treacy brings over 25 years of experience helping companies achieve market leadership. His ideas about customer value propositions and growth disciplines have been used by companies across the globe to reshape strategies, bolster competitive positions and dramatically improve top and bottom line performances. Mr. Treacy's ideas have been shaped by his rich experiences as an academic at M.I.T. and as an entrepreneur who has established and led many successful firms as an expert strategist.

"Growth is the oxygen of success in business. Without it, your enterprise withers."

In detail

Michael Treacy's business expertise stems from his substantial experience launching and running several successful ventures and is grounded in his academic days at the MIT Sloan school of Management. Currently, Mr. Treacy is the Cofounder and Chief Strategist of GEN3 Partners, a fast growing product innovator based in Boston and St. Petersburg, Russia.

What he offers you

While he is well-versed in subjects that range from growth disciplines, customer intimacy, off-shoring strategies and product innovation, Michael Treacy's keen ability to quickly diagnose the key problems of a company or industry makes him a unique and highly sought after international speaker.

How he presents

Known throughout the business world for his silk bow ties, Michael Treacy's approach to speaking infuses this traditional formality with a surprisingly candid presentation style that is both entertaining and incredibly thought provoking.

Topics

- Double-Digit Growth
- Value Leadership: The Discipline of Market Leaders
- Successful Cross-Selling
- Outsourcing and Offshoring - Myths and Realities
- Revolutionizing Product Innovation

Languages

He presents in English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.

Publications

2005

Double-Digit Growth

1995

The Discipline of Market Leaders