



CAPITOL CITY SPEAKERS BUREAU

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Michael Treacy

Travels from: Massachusetts

Fee Range: \$20,001 - \$40,000

Michael Treacy brings over 30 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 MIT, as an advisor to some of the most successful firms of the past decade, and as an entrepreneur who has established and led several successful firms. In his career he's encountered and surmounted almost every obstacle to achieving exceptional company performance and building extraordinary firms.

He is the founder of Treacy & Company Inc., a new venture and consulting firm that launches new businesses and advises established companies on issues of strategy, growth, and profitability. Treacy & Company actively plans, funds, and launches new business ventures. The firm places its own capital at risk where it believes that its strategic insights and management advice can lead to marketplace success. Among its ventures are GEN3 Partners, a firm based in Boston and St. Petersburg, Russia dedicated to creating science-based product innovations and First Help Financial, a firm that provides automobile financing to new immigrants.

Treacy & Company also serves some of the world's best known companies in financial services, telecommunications, industrial products, healthcare and consumer goods. The work of the firm draws on Mr. Treacy's three decades of research on business performance. His most recent book titled, *Double Digit Growth: How Companies Achieve It No Matter What*, has been a *Business Week* bestseller. His earlier co-authored book, *The Discipline of Market Leaders*, has been a *New York Times* bestseller.

Mr. Treacy is currently engaged in a major research study to understand the performance discipline that allows certain companies to routinely achieve high performance - in growth, cost control, safety, or other important goals - while other firms struggle with uncertain results.

Most Requested Programs...

- Performance Discipline: The Anatomy of Sustained High Performance
- Sustained Double-Digit Growth
- Value Leadership: The Discipline of Market Leaders
- Outsourcing and Offshoring and the Wealth of Nations
- Revolutionizing Product Innovation
- Sustaining Growth in an Changing Health Care Marketplace