



CAPITOL CITY SPEAKERS BUREAU

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Peter A. Luongo

Travels from: Ohio

Fee Range: \$5,001 - \$7,500

Peter Luongo retired as President and CEO of The Berry Company in August 2003. His career at Berry spanned more than 33 years. During his last nine years with the company, Peter was instrumental in guiding the company through a period of record sales growth, numerous contract acquisitions and the perpetuation of the nearly 100 year-old company as an industry leader and a "great place to work."

While Peter's career was dedicated to finding a better way, no initiative was more profound or had greater impact than the development of "Our Management Creed."

While it was installed as the operating philosophy inside Berry in 1994, upon his retirement Peter felt it was a story that had to be told.

As an accomplished business leader, corporate strategist and compelling communicator, Peter has the privilege of sharing his leadership message, "10 Truths About Leadership...It's Not Just About Winning," the title of his recently released book, with audiences all over the world. This powerful message transcends business transformation, emerging technology, product innovation and strategic imperatives. Peter Luongo shares with his audiences how this behavior-driven model not only ensures long-term growth, but provides a code of conduct, a set of mores that creates an environment where employees feel valued, respected, and part of something special.

The five tenants of "Our Management Creed" provides for a focus on great people, a commitment to support them, well-defined expectations, honest feedback and the willingness to accept responsibility and accountability for individual performance.

Most Requested Programs...

- 10 Truths About Leadership
- A Journey of Obstacles, A Destination of Truths