



Since 1984, Bill Rothschild has led his own consulting firm, Rothschild Strategies Unlimited, LLC, specializing in strategic leadership. Rothschild avoids doing traditional consulting studies but rather works with CEOs and his or her management team, over a year period, to enhance strategic thinking, decision making and implementation skills and know how. His objective to teach the team how to use his unique processes on their own and use the intelligence they have to develop viable strategies and implementation plans and then to improve the strategies as they progress.

Before founding Rothschild Strategies, Rothschild was the Corporate Strategist at GE from 1981-1983, and was responsible for developing the company's first market based strategic plan. For over two decades, he held a number of executive positions at GE, including the leading of an internal strategic planning consulting practice to serve GE business units, customers and suppliers. He led the project that created GE's strategic thinking processes and then taught them in customized workshops to all of the GE senior executives and professionals the art and science of strategic thinking, decision making and planning.

Other assignments included marketing, human resources, finance and manufacturing in a number of business units and corporate organizations. This hands-on experience has permitted him to translate grand strategies into pragmatic, do-able programs and actions.

Rothschild has published five books, numerous articles and most recently developed a unique combination of tutor and software package, StrategyLeader to permit his clients and individuals to use his processes and simultaneously develop effective graphics and documents.

His books include: *Putting It All T...*

Bill Rothschild

Speech Topics

- ☐ **Marketing**
- ☐ **Management**
- ☐ **Economics**
- ☐ **Business Trends**