



Michael Treacy is the President and founder of Treacy & Company. He brings over 30 years of experience helping companies achieve market leadership. Mr. Treacy's 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 views 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.

Michael Treacy's books have gained international attention. In the 1990s he showed how to gain a competitive advantage through value leadership in *The Discipline of Market Leaders* a New York Times bestseller. It outlines the principles of leadership in a competitive marketplace - focused on an unmatched customer value proposition delivered through a unique operating model design. Many companies large and small have adopted these principles to drive their own business strategies and build competitive advantage. A decade later in *Double Digit Growth*, a Business Week bestseller, he proved how rapid, steady and profitable growth can be dialed up on purpose.

Now Mr. Treacy's radically different thinking is again leading the way - helping leaders assess the global opportunity and face an unprecedented globalizing marketplace that brings with it an assault by upstart competitors who are smart, motivated and who take the long view.

With the size of the middle-class is about to tripl...

Michael Treacy

Speech Topics

- ☐ Marketing
- ☐ Management
- ☐ Leadership
- ☐ Innovation
- ☐ Customer Service
- ☐ Change

