

# Bob Treadway

The true measure of a forecaster is the combination of depth of knowledge, keen foresight, and breadth of perspective. Bob Treadway possesses those attributes after 24 years of working with exceptional clients in a wide cross-section of industries and a personal regimen of staying broadly informed, deeply knowledgeable, and highly practiced in the fields of strategy and forecasting.

Clients like Gillette, ExxonMobil, Berkshire Hathaway, Motorola, the Federal Reserve, American Express, AT&T, Pfizer, Weyerhaeuser, and the National League of Cities retain Bob to help them expand thinking, envision the environments of tomorrow, forecast, and take action. His broad perspective comes through work with hundreds of clients in financial services, telecommunication, distribution, energy, agriculture, manufacturing, healthcare, executive education, and government in North America, Latin America, Asia and Europe



Bob possesses a unique ability to integrate forecasts for effective strategy development. Most of his practice is executive sessions with directors and top management in think tank, brainstorming, future visioning, decision-making, and strategic planning projects.

He's called on to make forecasting presentations for a wide range of organizations and industries but participants often comment on the take-away, hands-on instruction that allows them to become better forecasters on their own. As one executive put it recently, "Your workshop, in just one short hour, helped the audience with HOW to think about their own businesses in the future."

He has been a guest lecturer and faculty for executive education sessions at the University of California Berkeley, Loyola, Illinois State, Oregon State and Kansas State Universities. His 16-year tenure on the faculty of the Institute for Management Studies educated thousands of Fortune 500 managers. He is a member of the Association of Professional Futurists, a charter member of the Society for the Advancement of Consulting, and was awarded the National Speakers Association's highest earned designation as a Certified Speaking Professional

Before moving into the fields of futuring, forecasting, speaking, and consulting, Bob was an executive and principal in the broadcasting industry. His background includes career segments as an engineer, college professor, software marketing executive, business broker, and advertising agency principal. He was educated in Europe and the U.S. in engineering, future studies, and communications.