

## Robert (Bob) Cannon, MBA, CMC



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**Bob** is an escapee from the corporate world having spent over 30 years in a successful career that took him from the production line to the boardroom and from *Athletic equipment* to *Zippers*. Now, he uses that experience to enhance performance and profitability for his clients.

Bob has a long track record of business success resulting from merging marketing and leadership to achieving new levels of performance. He is a strategic thinker who is not afraid to break new ground as he did when he initiated the Channellock Motorsports program that won championships in the NASCAR Busch Series and the World of Outlaws Series while increasing unit sales by 60%.

He is the author of "Taking Aim for Better Decision-Making", "Guide to the U.S. Hardware Market" and chapter author of "Masterpieces in Health Care Leadership". He is also the author of "Taking Aim", the free monthly ezine written for leaders that takes aim at current issues, mixes in real-world experience and provides the focus needed to enhance performance and profitability. He has also been a featured speaker at industry conferences and has had articles published in a variety of trade magazines.

He holds a Bachelors and a Masters degree in business and he has been awarded the internationally recognized designation of Certified Management Consultant (CMC), a designation held by fewer than 1% of all active professional consultants in the United States.

