

## About the Author



John L. Mariotti is founder, President & CEO of **the Enterprise Group** a coalition of *time-shared advisors*<sup>™</sup> which he founded 18 years ago, after having been formerly President of Huffy Bicycles and of Rubbermaid Office Products Group. He is also previously Chairman of World Kitchen, LLC, on whose board he still serves.

John has written eight business books, a mini-book, and a novel, as well as hundreds of articles and columns. Two of his books, *The Shape Shifters—Continuous Change for Competitive Advantage* (Wiley 1997) and *The Complexity Crisis* (Adams Media 2008) were award winners. *The Shape Shifters* was named one of 1997's Most Innovative books for leaders, and *The*

*Complexity Crisis* was chosen as one of 2008's Best Business Books, and one of 2008's Best Books for Small Business. His latest book, *Hope is NOT a Strategy: Leadership Lessons from the Obama Presidency* was co-authored with D. M. Lukas.

Mariotti serves on corporate boards, advises/consults with companies and does public speaking. In the past, he was a regular columnist for Industry Week, Fortune Small Business ([www.fsb.com](http://www.fsb.com)), and The American Management Association ([www.AMAnet.org](http://www.AMAnet.org)) and has written for [www.Forbes.com](http://www.Forbes.com), and American Express' [www.openforum.com](http://www.openforum.com), along with many other print publications, as well as for numerous web sites and blogs.

Since 2001, John has published a private weekly e-newsletter: THE ENTERPRISE, which is posted on his blog: [http://mariotti.blogs.com/my\\_weblog/](http://mariotti.blogs.com/my_weblog/). He continues to contribute to other blogs as well, including most recently, [www.thebrennerbrief.com](http://www.thebrennerbrief.com). John lives in Ohio, and can be reached at [www.mariotti.net/](http://www.mariotti.net/)