



Biography

Bob Treadway, Treadway & Associates

Bob Treadway is a forecaster, consulting futurist, and strategy advisor with a depth of knowledge, keen foresight, breadth of perspective, and a drive to create more strategic thinking for his clientele. He's worked with exceptional organizations in a wide cross-section of industries for 30 years.

Clients like Gillette, Berkshire Hathaway, Motorola, ExxonMobil, Starbucks, the Federal Reserve, Syngenta, Dow, Humana, United Airlines, Hilton, the Academy for Nutrition and Dietetics, and the National Corn Growers Association retain Bob to help them expand thinking, envision operational environments of tomorrow, form strategy, and take action. His perspective comes through work with hundreds of clients in agriculture, financial services, government, telecommunications, energy, distribution, manufacturing, food processing, healthcare, and education in the Americas and Europe.

Most of his practice involves executive sessions with directors and top management in think tank, brainstorming, and future visioning projects. He has worked in depth and facilitated strategy and decision-making meetings with dozens of food-oriented businesses, agriculture associations, government agencies and ministries, agribusiness firms, and academic institutions. His clientele includes the National Corn Growers Association, Quaker Oats, Ocean Spray, American Soybean Association, Grain Growers of Canada, Syngenta, US Meat Export Federation, Agriculture and Agri-Food Canada, the US Grains Council, Pulse Canada, BC and Alberta's Ministries of Agriculture, Ag Retailers Association, Alberta Beef, GROWMARK, Butterball Farms, AgGateway, and Mission Foods to name just a few.

He has been a guest lecturer and adjunct faculty for executive education and leadership sessions at the University of California, Loyola University, Kansas State University, California State University Fresno, Oregon State University, Lethbridge College, and the Institute for Management Studies. He has a 26 year tenure with Syngenta's "Leadership At Its Best"® program in the US and Canada. He is a member of the Association of Professional Futurists and a charter member of the Society for the Advancement of Consulting.

Before moving into futurism, forecasting, leadership education, and consulting, Bob was an executive and principal in the broadcasting and software industries. His background also includes career segments as an engineer, college instructor, business broker, and advertising agency principal. He was educated in Europe and the U.S. in engineering, liberal arts, and communications.