



*Blending Management & Technology Consulting*

## **David F. Giannetto**

*Chief Executive Officer & Author, **The Performance Power Grid***

---

**David F. Giannetto** is the co-Author and creator of *The Performance Power Grid*, *The Proven Method to Create and Sustain Superior Organizational Performance*, today's leading Enterprise Performance Management methodology and the nationally recognized book of the same name. He has been listed as a thought leader by *Business Finance Magazine* and is widely acknowledged as one of the most experienced business performance management practitioners in the United States. He is the former director of the Enterprise Performance Management practice of J.H. Cohn's Consulting Group and has worked with clients since 1999 providing a practical means to enable organizational change, operational strategic plans, improve focus and performance at an individual and group level, and achieve greater efficiency, effectiveness, and customer service throughout their organizations.

David was a driving force behind the Business Performance Management and Reporting initiative at the **United Nations Secretariat**. He has led EPM initiatives at a diverse group of organizations, ranging from internet start-ups to some of the world's largest organizations, including:

- **FujiFilm's** award-winning performance management initiative, giving them an industry-leading competitive advantage for over two years, and which has redefined the entire consumer goods rebate industry.
- **Seattle City Light's** award-winning EPM initiative refocusing the entire organization on providing superior customer service and safe, economical, environmentally friendly energy.
- Shaping the EPM vision for organizations such as **JPMorgan, Black & Decker, Kelly Services, Regeneron Pharmaceuticals, Mediacom Communications** and **Health Care Service Corporation (HCSC)**, embedding a new management methodology and re-architecting their Management Information Systems to focus the organization on improving financial and operational performance.
- **BlueCross BlueShield of Minnesota's** EPM initiative which is allowing them to reduce the total cost of care without sacrificing the quality of care, while also reacting to the changing demographics and buying habits of their membership and customer base.
- Providing the **UN Joint Staff Pension Fund**, the largest pension fund in the world, with the ability to oversee the fiscal management of their fund, while at the same time manage and protect individual member wealth. This initiative has allowed them to substantially reduce overall risk and achieve an industry-leading cost advantage.

His client list also includes BlueCross BlueShield in 5 other states, Roche, Schering-Plough, American Express, Scholastic books, Engelhard Chemical, Men's Warehouse, and the Huntington Learning Center. This experience, in addition to his extensive experience as a writer and public speaker, has led to his recognition as one of today's newest emerging business theorists.

Prior to joining Cohn Consulting Group, David gained extensive experience in operations, distribution, warehousing, and logistics as a senior manager for Airborne Express (currently DHL). David earned his MBA from Rutgers University and is currently a Professor of Organizational Behavior in the Rutgers Executive MBA program, ranked by the *Wall Street Journal* as the 20<sup>th</sup> best program in the world. He was a regular army officer in the 10<sup>th</sup> Mountain Division of the U.S. Army, and is an award-winning wildlife photographer and decoy carver.

## Keynote Speaker Overview

David Giannetto

---

"We wanted the keynote to be more than just entertainment or theory; we wanted all that translated into practical terms and a plan we could get behind. David Giannetto brings that unique combination as a keynote speaker – translating deep theory into practical application." :: John Pascarelli, EVP Mediacom Communications

Few speakers possess the ability to take complex theory and translate it into practical terms that will resonate with audiences, motivate managers and intrigue executives. Making the complex seem simple and relating that to our behavior in the real world is the hallmark of Giannetto's style, and the focus of his efforts. By doing this, he plants the seeds of change in the way we think and behave, both in the work place and throughout our daily lives.

"David Giannetto fuses strategic planning with tactical implementation, technology applications with people and process, with perceptive clarity. From the first time I saw him speak in NYC, he has become an invaluable and trusted advisor and ally in helping me build my business." :: David Mills, CEO, Relevant Assets & CRE Technologies

Known for making each presentation unique, he shapes each presentation into something more relevant to the audience by speaking in terms they understand, weaving in their real concerns and challenges.

"David Giannetto bases his approach to organizational performance not on theoretical constructs but on his real-life experiences with personal clients, making it both understandable and relevant. It's always a pleasure to hear David speak. His level of expertise and "real world" background helps him connect with any audience—and provide the kind of information they really need to know." :: David Blansfield, former Editor, *Business Performance Management Magazine*

Rich with stories that both educate and entertain, Giannetto brings to life decades of management theory using the real-world experiences he has gained working with some of the biggest and best organizations in the country. Having keynoted some of the nation's leading conferences on organizational performance, he fills an important gap on the speaker circuit - the gap where theory meets practice.

## Personal Endorsements

“The Performance Power Grid gets it right. Improving corporate effectiveness depends greatly upon determining the fundamentals that solve the performance puzzle. Giannetto articulates important fundamentals that organizations must get right to excel. Namely, senior management garners power to change the dynamics when they achieve true clarity of their situation and the need for every individual in the enterprise to understand how the mission relates specifically to their role.”

**::Stephen C. Savage, SVP Integration/Planning, Computer Associates**

“As a senior financial executive in a large public company, I am always looking for ways to improve our performance. The Power Grid is a must read for any financial executive looking for a performance methodology and keen insight into the varied issues financial executives face on a day-to-day basis.”

**::Karen Maloney, CFO, Scholastic**

“I long believed that there was a better way to provide my organization with the information it needed but there were always too many moving pieces and too much scattered information. Giannetto brought a clarity and focus to our environment that set us on the road to greater performance. The Performance Power Grid captured that process and puts it in terms that can be applied to any organization wishing to achieve and sustain greater performance. Not only a 'must read', but a must do.”

**::Lawrence Yellin, Controller, Fuji Film USA**

“David Giannetto frames the essential elements of organizational excellence, and through their grid they've created a compelling, programmatic approach for success. The Performance Power Grid is a practical, insightful, hands-on blueprint for optimal business performance.”

**::David Blansfield, Publisher, Business Performance Management Magazine**

“Everyone is talking about [business] performance management. While there are lots of books filled with esoteric theories about how to increase performance in an organization, the 'Power Grid' presents a simple but compelling proposition: if you want to improve performance, make sure that you get everyone on the same page, align the organization from boardroom to cubicle and your performance will improve. Practical advice that everyone should heed.”

**::Jonathan D. Becher, President and CEO, Pilot Software**

“I highly recommend 'The Performance Power Grid'. With it CEO's finally have a proven methodology at their disposal that will create and sustain superior organizational performance.”

**::Dieter Weissenrieder, CEO & Owner, Weiss-Aug**

“The Performance Power Grid makes Business Performance Management practical and easy to adopt. It provides the direct examples necessary for socializing and improving performance in any business.”

**::Mark Smith, CEO & EVP Research, Ventana Research**

“If you want your organization to focus on the true measures of success, 'The Performance Power Grid' is required reading.”

**::Larry Schaefer, VP & CFO, Myron**

“The Power Grid provides an innovative and refreshing view of managing performance that ties its principles to simple core tenets that have a deep impact on the organization, enabling it to succeed in an ever evolving marketplace.”

**::Michael Tipping, President and CEO, performancesoft**



American Strategic Management Institute

3675 Ruffin Road, Suite 110 | San Diego, CA 92123  
Tel: 858-874-6876 | Fax: 858-503-6753 | [www.ASMIweb.org](http://www.ASMIweb.org)

David F. Giannetto has been a keynote presenter at the American Strategic Management Institute's (ASMI) national conferences and trainings for over 4 years. ASMI's programs are designed to provide corporate executives with best practices in Performance Management. David's presentations have dealt with a variety of key topics in Enterprise Performance Management and have repeatedly brought in exceptional marks by our attendees.

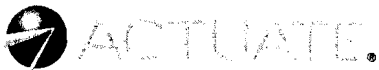
David has numerous strengths that stand out as a presenter. He has the ability to provide our attendees with important practical knowledge and complex theoretical material, while still engaging and interacting with the audience. David has the unique ability to connect with a diverse audience from different industries and backgrounds. He frequently receives great marks for his ability to provide attendees with innovative tools and methodologies that they can incorporate back in their own environments.

He has also been equally impressive at our more intimate training courses, ranging from 10-30 attendees, as he as at our larger national conferences, ranging from 50 to 200 attendees. The senior level executives that attend ASMI's events have given David exceptional marks over his 4 years work with ASMI. He is also very highly regarded by our staff, sponsors and partners.

A handwritten signature in black ink, appearing to read 'Blake Humble', written in a cursive style.

Blake Humble  
Vice President  
American Strategic Management Institute  
[Humble@ManagementWeb.org](mailto:Humble@ManagementWeb.org)  
(858) 874-6876 ext. 209

**Transferring Knowledge to Transform Business**



October 2, 2007

Mr. David Giannetto  
Enterprise Performance Management Director  
Cohn Consulting Group  
4 Becker Farm Rd.  
Roseland, NJ  
7068

Dear David,

I would like to personally thank you for your participation in our recent 11<sup>th</sup> Annual Actuate International User Conference in Las Vegas, Nevada. We truly appreciate that you took the time out of your busy schedule to contribute to this year's event. It has been 6 weeks since the conference ended and we continue to receive positive feedback from the delegates.

As reflected in the results of our delegate survey, your case study presentation was very well received, with an outstanding 93% of delegates rating the session overall as 'Good' or 'Excellent'! 94% of delegates rated your effectiveness in presenting as excellent. Here are some specific comments on it:

*"A refreshingly good speaker! This was a pleasant surprise!"*

*"Excellent presentation."*

*"Great content – would really like a copy of presentation."*

We hope that you enjoyed your short time with us in Las Vegas. Your contribution helped make this year's event both valuable and informative. We look forward to working with you again in the future.

Sincerely,

A handwritten signature in black ink, appearing to read "DKube".

Daniel Kube  
Vice President, Marketing & Alliances  
Performance Management Division

---

**Actuate Corporation © 2007**

Actuate Corporation, Performance Management Division  
P: 1-800-449-3804 | F: 416-537-8298 | 150 John St., Suite 600 | Toronto, ON | Canada | M5V 3E3 | [www.actuate.com](http://www.actuate.com)



January 25, 2008

Dear Colleague,

I have had the privilege of working with Mr. Giannetto for the past three years on several executive conferences and training events. As an experienced author and business consultant, Mr. Giannetto has been a valued addition to the speaking faculty of our many executive conferences and training sessions that are hosted every year. His dynamic delivery and his ability to effectively communicate concepts in strategic management make him a well-received presenter by those in our audience.

Mr. Giannetto's experience as a consultant, having worked with companies across several industries, enables him to relate to and captivate our audience of organizational managers and executives. His sense of humor, confidence, and keen ability to integrate personal experiences into his presentations make him a favorite speaker among many of our clients.

At our recent Global Performance Forum, Mr. Giannetto presented a session entitled The Performance Power Grid: The Proven Method to Create and Sustain Superior Organizational Performance. His presentation received positive feedback from our audience which included:

"David is a great presenter!"

"He effectively tied all of the concepts of the conference together"

Mr. Giannetto has been an effective speaker before audiences of all sizes. It is with the highest level of enthusiasm that I recommend him.

Should you have any questions, please feel free to reach me at (213) 291-8655 or via e-mail at [henry.killackey@gimanagement.com](mailto:henry.killackey@gimanagement.com)

Best regards,

Henry Killackey  
President and Founder  
Global Institute for Management, Inc.