

Scott Romeo

is



9221 E Baseline Road

Suite A109-109

Mesa, AZ 85209

Toll Free: 1-855-60-STRAT

romeo@thestrategyexpert.com

Legal

Trademark

THE STRATEGY EXPERT® is registered with the US Patent and Trademark Office. Registration Number: 4553665. The Registrant is Scott Romeo. All rights Reserved.

Confidentiality

The contents of this document are confidential and are intended solely for the recipient. Reproduction of, or forwarding to anyone not directly sent this document is strictly forbidden.

Copyright

Copyright © 2016 Scott Romeo. All Rights Reserved!

No part of this publication may be produced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of Scott A. Romeo.

Contents

Legal.....	2
Trademark.....	2
Confidentiality	2
Copyright.....	2
Web Presence	4
The Strategy Expert®	4
LinkedIn.....	4
Twitter.....	4
Amazon	4
Global Spectrum – India.....	4
Executive Summary	5
Degrees	5
Certifications	5
Roles and Positions	5
Areas of Specialty	5
Brief Bio	6
Top Professional Achievements	7
Top Personal Achievements.....	7
What Others Have Said.....	8
United States.....	8
Global.....	9
Industry Experience	10
University Affiliations	11
Grand Canyon University	11
University of Phoenix.....	11
Harvard University.....	13
Student and Seminar Attendee Comments	13
Consulting Approach	17

Web Presence

The Strategy Expert®

<https://www.thestrategyexpert.com/>

LinkedIn

<http://snips.ly/7Q>

Twitter

<https://twitter.com/strategyexpert>

Amazon

<http://snips.ly/GNM5>

Global Spectrum – India

<http://www.hottech.in/gs/management.html>

Executive Summary



Degrees

- Master's Degree in Organizational Management
- Bachelor's Degree in Sociology
- Bachelor's Degree in Education

Certifications

- Certified Advanced Facilitator
- Certified Hoshin Kanri Strategic Planner
- Certified Business Consultant
- Certified International Business Specialist
- Certified Red Cross Sailing

Roles and Positions

- Management Consultant
- Senior Advisor
- SME – Subject Matter Expert
- Chief Strategist
- Virtual Advisor
- Author
- Mentor
- Speaker
- Associate Faculty
- Executive Coach
- Senior Consultant

Areas of Specialty

- Corporate Strategic Planning and Implementation
- Business Planning
- Funding Planning
- Project Management
- Sales and Marketing
- Strategic Alliances and Joint Ventures
- Executive and Managerial Decision Making
- Global Business
- Leadership and Change Management
- Mentorships for Executives and Managers

Brief Bio

Scott Romeo has nearly a quarter of a century of experience providing various management consulting services to clients throughout the world. In 1993 he founded New Horizon International Consulting. Today, [New Horizon](#), via a long-standing strategic relationship with [Global Spectrum](#) in New Delhi, India, assists US companies who are interested in forming strategic alliances and joint ventures in India.

In those early days of consulting, Mr. Romeo joined the Institute of Management Consultants, later serving three terms on the Board before being elected Co-President in 2001 and presenting at the National Conference. New Horizon also held annual contracts with the City of Phoenix, providing various consulting services to many assigned Phoenix companies who were interested in strategic growth and the State of Arizona, for purposes of reviewing and assessing state programs.

It was also during this time that the Dean of Business at Grand Canyon University asked Mr. Romeo to teach Leadership and International Business and International Marketing to its US students as well as 24 MBA exchange students from Taiwan. Romeo also contracted with the University of Phoenix, forming a now 15+ year relationship in which he has served as Associate Faculty, facilitating over 300 ground and online courses while training over 5,000 working professionals on various aspects of business and management. On six occasions, he has also served as a Strategy Subject Matter Expert for the highly esteemed Harvard University.

Today, Mr. Romeo functions as Chief Strategist and Subject Matter Expert for many organizations serving as a global management consultant, business advisor, author, educator, trainer, mentor and seminar presenter. He has a Master's degree in Organizational Management. He is a Certified Business Consultant, Certified Advanced Facilitator, and Certified International Business Specialist as well as being certified in the Japanese strategic planning and implementation process of Hoshin Kanri. He is the developer of the QuickStart for Strategic Planning Process that enables new and small businesses to create a strategic plan in 30% less time. His strategic sales and marketing program is one of the first to illustrate that companies usually don't market what they sell. He is recognized in international, management, business and consulting circles as *The Strategy Expert*®.



Romeo, third from the left, is shown with a client and two members of the India office in front of the Taj Mahal.

Top Professional Achievements

- His book, [*Strategic Planning: Using Diamond Eyes to See the Future*](#), has sold in 13 countries
- Wrote one of the first plans for a charter school in the State of Arizona (1995)
- Wrote a strategic plan that was submitted to the Internal Revenue Service and approved as a \$200M registered tax shelter
- Had dinner in the home of the Prime Minister of Antigua while representing a client
- Served as SME for Harvard Business School on six occasions
- Served as an advisor to the Arizona Learning Technology Partnership for the Governor's Strategic Partnership for Economic Development and as a member of the High Tech Cluster Committee
- Served as Lead Consultant for the largest federally funded center for migrant workers in Maricopa County, Arizona, analyzing a population base of 82,000 people dispersed over 7,000 square miles
- Selected by the US Department of Commerce to serve a three-month term as a consultant to work with the Beihai China Foreign Trade and Economic Cooperation Department (2002)
- Facilitated the two-day strategic plan for the 29 Board members of the National Coalition for Homeless Veterans
- His sales and marketing program was voted as one of the best programs of the year and honored at the annual conference of the Arizona Small Business Association

Top Personal Achievements

- Awarded the *Captain of the Ship of State* by the Secretary of State of WV
- Hiked to the top of Machu Picchu and walked the Inca Trail
- Zip lined off the 240 meter high Pattaya Tower in Thailand
- Served as the Chair Umpire for the Men's Over 30's National Tennis Championship match
- Driven on the Pan American Highway
- Toured the Taj Mahal
- Completed Red Cross certification for sailing
- Crawled through the Chu Chi tunnels of Vietnam
- Completed a self-walking tour of Vientiane, Laos
- Blessed by Buddhist monks in Thailand



This picture shows Romeo (on the right) on the Inca Trail on top of Machu Picchu.

What Others Have Said

United States

The following represents comments made by individuals and organizations that have been kind enough to share their thoughts in writing:

"Your information gave my ideas structure, a path from theory to practice. The best way I can describe it was lifting the fog in my mind to see the path forward. I now have to take the information and implement it." **A.L. - Banking Manager**

"The results of this comprehensive corporate analysis reaffirmed many of my assumptions; however, Mr. Romeo and Dr. Ollerman were able to identify numerous cultural, operational, organizational and managerial issues of which we were not fully aware. I can clearly see how this comprehensive assessment would be beneficial to any executive who wishes to fully understand the organizational culture they are leading. It would also be invaluable for an organization that is looking to grow internationally or one that might be considering an acquisition, merger, joint venture or alliance with another company." **F.G., President & CEO --- Regional Food Distribution Company**

"Thank you very much for speaking about Benchmarking at our Learning Technical Assistance Program for the US Department of Transportation region 9 and 10 meeting." **AZ LTAP Staff - US Department of Transportation Learning Division**

"...Mr. Romeo performed an evaluation of our organization and quickly identified our strengths and weaknesses. I have found Scott to be one of the most analytical individuals with whom I have worked in the past 30 years. Given small amounts of information, he is able to assimilate data and see the big picture." **K.N. CEO - Technology Company**

"Mr. Romeo used his consulting expertise to assist our school in preparing a formal plan for North Central Association of Colleges and Secondary Schools. The report was presented to the N.C.A. committee on February 1 and 2. The committee described our report as an "exceptional profile." **J.R. Principal - Arizona School District**

"Your presentation today was great-practical, organized, professional, interactive and right on target. Thanks so much for sharing your expertise with us. Before becoming a consultant I was the Director of Training for the computer division of a Fortune 500 company so I don't give out gratuitous praise about training. You did a terrific job." **J.S. --- Consultant and former Fortune 500 Training Director**

"Thank you for all your hard work and dedication. The Fiesta Bowl would not go so smoothly without you. We hope you will be with us at another venue." **C.P. Executive Director - National Sports Association**

"Scott is not only excellent at rapidly analyzing a situation and seeking a solution to a challenge but he is also a dedicated worker and team player with solid consulting, facilitation and presentation skills. Scott's participation in a presentation to a prospective client so impressed the prospect's attorney, who was present, that he referred other clients to us specifically because of Scott's expertise and ability to communicate." **C.B. President - Public Relations Firm**

"Once we were conducting a team building retreat with a Fortune 500 company, Scott immediately evaluated what the client's current needs were and we successfully revamped the retreat much to the client's satisfaction." **Dr. T.O. President - Consulting Firm**

"On behalf of the Small Business Assistance Program staff and myself, we look forward to working with you and assisting our City of Phoenix small business owners." **A.C. Program Manager - City of Phoenix**

"We appreciate your unusual ability to analyze our marketing objectives and action plan, and respond so quickly with key diagnostic and remedial steps for us to implement." **J.M. President - Software Firm**

"Just a word of thanks for your very astute observations and meaningful suggestions for the improvement of my business plan. I was impressed with your ability to see the big picture. Further, your comments and recommendations 'hit the bull's eye'." **P.T. Owner - Referral Network**

Our meeting in June helped me greatly develop my services. The question you posed regarding what am I marketing and selling was the main focus over the summer. **A.L. - Financial Adviser**

Mr. Romeo, Thank you for sharing your thoughts about cautions to keep in mind as we at Rutgers University – Newark proceed with our strategic visioning process. We appreciate the input of experience professionals. **P.E. - Chief of Staff**

I really appreciate the work you did. Thank you very much for the plan. It looks great. **E.N. - Lead Investor**

"Scott Romeo is one of those unique individuals in life; after you meet him, you can never see the world in the same light." **A.H. - Veterans Admin**

Global

Wow, thank you is the least I can say. You were great and I want thank you for your honest and truthful nature, and I am very happy. Thank you once again for your extraordinary effort. They don't pay you enough at the University. **J.P. - Manufacturer**

"I would appreciate your support and assistance in encouraging your clients to consider Malaysia as a suitable location for their overseas operations." **R.A. Minister of International Trade and Industry - Government of Malaysia**

"A very successful programme conducted by a highly respected trainer – Mr. Romeo brought with him vast experience and knowledge on JVSA issues.

Positive feedback received for both venues. Mr. Romeo demonstrated a high level of appreciation to the different cultural sensitivities and corporate problems faced by professionals in the 2 venues. Not only is he a highly experienced trainer, he is also a very passionate and dedicated coach, always ready to help learning minds to his best ability. The ability to bring in real-life experiences into the classroom to share with others is a definite plus point in any training Course and he was able to do this emphatically. The experience he gained in his day to day work, he passionately shared this in his teaching. Mr. Romeo has an easy-going attitude while facilitating the Course, and I think that really helped build good rapport between him and the participants. Working with Mr. Romeo has been a definite pleasure." **N.M., Program Manager - Asia Business Forum (Malaysia and Singapore)**

The following is a list of Southeast Asia firms in which Mr. Romeo provided advice and counsel related to the formation of strategic alliances and joint ventures:

Sime Darby Berhad (Malaysia)	Yeo Hiap Seng Berhad (Malaysia)
GlaxoSmithKline Pte Ltd (Singapore)	Singapore Press Holdings (Singapore)
Koh Brothers Group Limited (Singapore)	Luxasia Pte. Ltd (Hong Kong)
Crest Builder Sdn Bhd (Malaysia)	Petronas (Petroliam Nasional Berhad) (Malaysia)
UEM Group Berhad (Malaysia)	Chosen Holdings Limited (Singapore)
Port of Tanjung Pelepas (Malaysia)	HBO (Home Box Office Singapore Pte Ltd)
Syarikat Sebangun Sdn Hhd. (Malaysia)	
PTT Exploration and Production Public Company Limited (Thailand)	

Industry Experience

Strategic planning is a process and that remains consistent regardless of industry. There are fundamental steps that are taken about 80% of the time, with the other 20% based upon the strategic approach of the strategist. Throughout the last nearly quarter of a century, Mr. Romeo has consulted with the following industries:

- Foreign governments
- United States Government
- State of Arizona
- City of Phoenix
- Software companies
- Ports and harbors
- Food manufacturing
- Engineering firms
- Entertainment industry
- Log homes
- Restaurant
- Treasure hunter
- Educational institutions
- Healthcare
- Pharmaceuticals
- Modular housing manufacturer
- Public relations firm
- Distribution companies
- Nonprofits
- Technology firms
- Investors
- Developers
- Bakery
- Logistics
- Mining
- Oil and gas exploration
- Newspaper
- Cosmetics
- Sports
- Machine manufacturing

University Affiliations

Grand Canyon University

In 2000 Mr. Romeo was asked to teach Leadership, International Business and International Marketing to various students at Grand Canyon University. He began teaching Leadership, and later was asked to sit on the Committee to develop a Leadership Master's degree program that was offered through the nursing program. GCU also ran a Master's degree exchange program where 24 MBA students from Taiwan traveled to the US for 16 weeks of study. Mr. Romeo taught International Business and International Marketing through this program.

University of Phoenix

Mr. Romeo is an Associate Faculty member with the University of Phoenix and has been since June 2001. During his tenure, Mr. Romeo has served as a faculty member both on ground and online and he is certified in both modalities. Mr. Romeo has successfully completed 300 teaching assignments for the university. He teaches classes in the College of Business. At the local campus, Mr. Romeo was recognized as one of the top 15 instructors (out of 700) and awarded the position to serve on the committee that determines if students' prior learning experience in specific content areas warrants the student receiving credit for a class. He is still a member of that committee and thus far has assessed the background and experience of over 350 students with relation to class credit.

On three occasions Mr. Romeo has served on the rubric development committee for both the graduate and undergraduate schools, helping to design accurate instruments to measure student learning. During the development of Version 21 of the MBA program, Mr. Romeo served as the SME (Subject Matter Expert) with regard to strategic planning course in the Master's degree program. In 2014 he served again as a strategy expert for the UOP School of Continuing Education and developed the BMCEU/5000 - *Business Strategy: Tying it All Together* course. Mr. Romeo has served on the New Student Orientation (NSO) Committee in order to orient new students to the university approach.

Mr. Romeo is certified to teach the following courses at the university level:

Course ID	Course Title	Course Description
COM/340	Mass Communication	This course delves into the processes and technology of communication on societal and global levels accomplished through the print and electronic media. Content of communication studied ranges from journalism, entertainment, commerce, and advocacy to personal communication on the Internet. The dynamic changes that have taken place and are evolving today in mass media and mass communication will be considered along with predictions about the role of mass communication.
BUS/475	Integrated Business Topics	The integrated business topics course examines strategic business management while integrating topics from previously completed business foundation coursework. This allows students to demonstrate a comprehensive understanding of the undergraduate business curricula with a significant emphasis placed on the assessment of individual outcomes to determine content mastery.

STR/581	Strategic Planning and Implementation	This capstone course integrates concepts from all prior courses in the program. Students apply the concepts of strategic planning and implementation to create sustainable, competitive advantage for an organization. Other topics include environmental scanning, strategic analysis, corporate social responsibility, implementation and evaluation, and risk management.
MGT/448	Global Business Strategies	The manager's perspective in the fields of international payments, international trade, and investment are analyzed. Emphasis is given to the materials and concepts that illuminate the strategies, structure, practices, and effects of multinational enterprises.
MKT/421	Marketing	This course develops an understanding of the complexities an organization faces in establishing and implementing marketing strategies within both domestic and international economies. Areas of study include consumer behavior, marketing research, ethical marketing practices, products/services, branding, channels of distribution, and pricing and promotions in public and private sectors.
MKT/435	Consumer Behavior	This is an introductory course in analyzing consumer and purchasing behaviors as basic considerations in the development of a marketing mix. Economic, social, psychological, and cultural factors are considered as they relate to the development of marketing programs.
MKT/438	Public Relations	This course provides an introduction to the field of public relations. Areas covered are media relations; promotion; tools used in developing public relations and publicity, and improving customer satisfaction; relationship-building strategies; and ethics and public relations.
MKT/445	Sales Tools and Strategies	This course is an examination of basic principles involved in the sales process, the relationship between sales and business objectives, and managing the sales force and customer relationships. Emphasis is placed on sales planning, developing specific goals to meet the business objectives, and adapting to changes in the market.
MKT/498	Integrated Marketing Strategy	This course provides students with an in-depth study of Integrated Marketing Communications (IMC). Emphasis will be placed on the strategic roles and integration of marketing communication tools including advertising, public relations, sales, promotion, event management, media selection, and marketing management.
MGT/498	Strategic Management	This course gives students the opportunity to integrate management concepts and practices to contemporary business strategies, while discussing the theories of strategic management. This course will focus on improving management decision-making and problem-solving skills. Students will create a strategic management plan. Special emphasis is placed on business ethics, sustainability, innovation, and the legal environment of business.
MKT/431	Small Business Marketing	Knowing your customer, growing your customer base and creating a consumer driven culture are key drivers of sustainability in the small business. This course focuses on the functions of evaluating opportunities, creating value, developing effective pricing and advertising strategy.
MKT/444	Hospitality Marketing	This course applies the general tools of marketing to the specific needs of the hospitality management industry. Special emphasis is placed on the global, regional, individual, and ethical considerations when building customer-relationships through marketing.
MGT/527	Consulting	This course applies the tools available to University of Phoenix graduate students and the competencies of successful individuals who exercise influence within an organization but have no direct authority to make changes or implement programs. Students learn their own perceptions and values to communicate more effectively with others. Other topics include Master of Management program goals, argument construction, decision making, collaboration, and academic research.

MGT/538	Managing in a Cross-Cultural Environment	This course prepares students to persuade decision makers across global dimensions of culture. Students will create a training plan for enhancing cultural awareness and tolerance within a cross-border organization. Other topics include cross-cultural communication, differences in decision making, values, motivation, and leadership.
MGT/312	Organizational Behavior for Managers	This course prepares students to understand the influence that behavior has on leading and managing organizations. After completion of this course, students will be able to summarize key concepts and terminology related to organizational behavior, explain the influence of leadership styles on individual performance, examine the roles and interaction of group and team members, and describe the relationship between job satisfaction and job performance, and the relationship between the human resource function and organizational development.
MGT/418	Evaluating New Business Opportunities	This course focuses on evaluating the benefits and risks associated with new business opportunities. This includes reviewing the projected return on investment, the role of risk, investor considerations, strategic planning, and modeling techniques to analyze possible business ventures.
MGT/598	Consulting Project	This course applies student understanding of organizations and project management to the development of a consulting project. The course requires students to synthesize and integrate theory and practice from all prior courses in the program.
LDR/531	Organizational Leadership	This course prepares students to apply leadership principles to the roles they play as managers. Students will discover more about themselves and learn more about the connection between the individual and the organization. Other topics include organizational culture, structure, group behavior, motivation, power, politics, organizational change, and workplace conflict.

Harvard University

On six occasions over the course of 2013-2015, Mr. Romeo was asked to serve as a strategy Subject Matter Expert for Harvard University. He was recommended to Harvard by the University of Phoenix, for his insight on the practical aspects of strategic planning. Mr. Romeo was instrumental in the efforts to change Harvard's view of strategy as an "aspiration" to one that is more behavior-based and applicable to implementation. He reviewed chapters, wrote test questions and peer-reviewed test questions written by the curriculum design team.

Student and Seminar Attendee Comments

The faculty member was very accomplished and successful. He was professional and enjoyed teaching. A very positive attitude.

Scott was by far the best instructor so far. I have never seen the class get so involved in each night we met.

I just wanted to say the concepts and strategies I have learned from you and from this class have been irreplaceable. You've brought a lot of real world experience into the classroom and key understanding to the concepts presented. I appreciate that. I can tell that you enjoy teaching, you enjoy your students, and you do well professionally. This truly makes the classroom environment a great learning experience.

Mr. Romeo was an experienced, well-prepared, and well-versed instructor. His teaching style is very comfortable, yet highly informative.

Mr. Romeo was an amazing teacher. He was one of the best teachers I have ever had.

The professor is exceptional and broke the routine quite often keeping the students interested and involved at all times.

Thanks again Mr. Romeo! You are REALLY good at teaching, and I hope that you will continue to find a way to incorporate it into your professional life. You have SO much to offer, and I can promise you that it definitely makes a difference. Don't be surprised if you get an occasional email about how something you taught us has tremendously helped us.

Mr. Romeo was extraordinary. His level of knowledge and professional expertise made the class VERY interesting. I could tell that he has a passion for the subject matter and is exceptionally knowledgeable. I wish I could be mentored by him for a couple of years. He is very good! I honestly looked forward to getting to my computer each night. AWESOME!

Mr. Romeo is a great teacher. He makes you achieve more than you ever thought was possible.

Mr. Romeo is the perfect instructor for this course. He has a fantastic sense of humor, encourages participation rather than enforcing it, and sets expectations for upcoming courses very well. I can't say enough good things about the importance of this class, and the importance of having instructors like Mr. Romeo teaching it. He was wonderful.

Excellent! Prof. Romeo is very organized and fair. Feedback is always on time and provides advice on how to improve weekly grades. He is well versed with the topics each week which helps students understand the key concepts of leadership and change management planning. He is a great professor!

Best course yet! The teacher did an excellent job relating real world examples and experiences into this class.

Scott's business experience was extremely relevant and helpful in understanding the course concepts and how to apply in real world experiences.

The professor was great. He understands the concepts and it shown by the comments in our papers and discussion questions. He is a tough professor, but I feel that I learn more when the instructor is able to critique my papers and question my participation.

This class has given me the knowledge needed to take advantage of an opportunity if it comes my way and the timing is right. Before, I had ideas and passion, but I did not have the know how to turn those ideas and passion into an actual business. Now I do. Mr. Romeo, I would like to thank you for your help during this class. I really appreciate all of your thoughts and feedback. Thank you.

I really want to thank you for being such a wonderful instructor and such a wonderful inspiration. When I asked you what I should do about my subject for my individual paper because I'm enrolled in a program that isn't something that I love to pursue, you suggested finding something that will make it easier for me to write about. You suggested that I go to the Occupational Outlook Handbook. From there, I was looking up the areas of interest that I have in Science. I've always wanted to be in a career that has something to do with Science and my true love of life is helping people. Since I did my research on that topic, I've decided that I am going to be a Chemist! Thank you for having such a wonderful impact on me and I don't even know if you knew that. Thanks for being such a wonderful teacher and being very supportive. I can see why a lot of our students favor you as an instructor.

I was intrigued by your strategic stories and knowledge gained through organizational involvement with businesses interested in going global. Your brief encounter has encouraged me to pursue a master's degree in Global Management.

You brought a different twist to the standard paradigm.

I feel I got more out of this class than I did in any other class I have taken at UOP.

One of the more knowledgeable, practical knowledge, instructors I have met.

Scott knows Operations Mgmt very well. I feel that I learned a lot during this course. My take away from this class is tremendous. Additionally, he gives us feedback that is meaningful and timely. This is very important to learners.

The real world experience that Scott brought to the classroom, and his experience with Process Improvement gave me insights on my own small business. This was invaluable to my future, either in my own business or with a future employer.

I like that the professor actually gave valuable feedback and criticism on assignments. The professor was encouraging, engaging, resourceful, captivating to the students, motivational, inspiring. He took the time to teach and listen, which was nice because that helps students learn better. Loved his teaching style. He even helped us learn how to utilize maximization out of the library resources for future classes and life.

Mr. Romeo was one of my favorite instructors at UOP. He gave feedback on all assignments. He pointed out areas to improve. His responses to most of the discussion questions helped the students learn more. He provided examples to help us relate to the topic or make us think about an area of the topic that we did not know before. Great instructor!!

Excellent instructor loved the way he applied the course material to real life situations.

I feel that I have gained confidence and direction to create my own strategic plan on a local level. I have done a SWOTT analysis of my territory and operations, based on this info I have reevaluated how I do business. I actually feel more "in control" of my life because of this class.

Mr. Romeo has been the best instructor I have had through my undergrad and grad program. He is an excellent resource to students and the University.

This was one of the best instructors I have had thus far. I really enjoyed his class. He was informative, knew the information he was teaching, engaged, and, passionate about marketing. I learned a great amount and I appreciated having him for a teacher.

This class will have a long-lasting impression on the way I view business.

To date, this instructor was one of the best I've had. He was extremely involved in the class, answered all of our questions and then some. More importantly, he gave us real life situations in which we could apply the material to. He also provided constructive criticism.

Mr. Romeo taught with so much passion and heart. He made the class memorable. He is a terrific instructor and his feedback was very educational. I have never had an instructor that inspired me so much. I have tears because I will not be able to communicate with this inspiring man anymore.

This course has been one of the best I have taken. I even applied an objective-focused approach during a recent interview.

This was a challenging class and one I completely found rewarding. Your feedback and comments helped to make me a better student. The skills I have learned in this course are definitely help me in my professional career. You are an amazing facilitator. Thank you.

I wanted to take a quick minute to thank you for a fantastic MKT/571 class. I learned a great deal of information from you over the past six weeks and have discovered a new-found area of interest in marketing. Your experiences shared in class were invaluable and I appreciate the time you took to organize and teach such interactive class meetings.

The insight provided by Mr. Romeo has been very eye opening and extremely relevant which is much appreciated. I told my boss after leaving our strategic communications session from our V.P. that I would like to serve on a strategic planning committee next year. I think this class and a few of the previous ones will help me be a valued contributor.

This course has been great! It was very informative, a very different format that what I am used to and now I wish all my remaining classes could be like this one. Your knowledge and your added discussions with us really helped instill the contents of this course.

Mr. Romeo was definitely one of the most knowledgeable, professional, organized, well-prepared, engaging, and experienced instructors I have ever had. He covered the course material in a fun and interactive manner and got each class member to participate, which led to greater overall learning. I learned a great deal from him and only wish I could have had him in past classes. I would highly recommend him to anyone; student and professional alike.

I look forward with assisting my daughter with her business after taking your class. I will put all your correction and advise in to place. Thanks again for your comments and words of encouragement.

Just wanted to say thank you to an amazing class. Very challenging and always a pleasure to have an instructor so engaged. I couldn't stop telling my wife how much I hated this class ending because I enjoyed it so much. It was truly pleasure having you as a teacher and wanted to make sure I let you know before the class closed out. Thanks again and hopefully I have you again in a future class.

I feel fortunate to have been in your class. Your "real world" experience and the way you shared those experiences with us, made your course very interesting and really a lot of fun to participate in. I can't thank you enough for the way you instruct your courses.

I am extremely impressed by your knowledge and expertise. I am convinced your skills come from your experience. You have a unique teaching style which invites students to share their thoughts comfortably.

Scott demonstrated his knowledge and expertise in business during the course. His professional demeanor is a suitable example of how an instructor should exert oneself. He provided life lessons and tools necessary to succeed. I would unequivocally recommend Scott Romeo to any student serious about learning and growing professionally.

After five weeks in BUS/475 I consider it a privilege to have had Professor Scott Romeo. His extensive experience in business was apparent in every discussion. Professor Romeo was one of the most active facilitators I have had in the 25-30 courses I have taken with University of Phoenix. Every question posed, comment posted, or critique given enhanced the learning experience. This class lost almost half of the roster throughout the five weeks and I even had trouble getting through the immense workload and reading - but Professor Romeo always had something interesting and informative to add to every chapter discussion and that inspired me to log in almost every single day. Professor Romeo is not only a credit to any company with which he may work but also the faculty of University of Phoenix. I have no hesitation in placing him among the top three professors I have ever experienced.

I usually do not write on the survey's but Scott was by far the best teacher of all my courses. This is by far your best teacher in any course I have taken. So informative, always helping out and starting great discussions. There were weeks I did 15+ replies just because of his comments in the DQ's. Cannot explain to you how amazing of a teacher he is. Scott Romeo was one of the best instructors I have had! His questions were out of the box and very interesting. After learning about his qualifications I made sure to pay attention to what he said to me and also others. I decided to read his book on business strategies and I hope his model will be implemented more in the course curriculum. I think his approach to business strategies can be revolutionary for University of Phoenix students and give students an edge in their professional lives. How great would it be to have a new strategic model rising in popularity developed by one of your own?

Scott Romeo was an exceptional instructor. He demonstrated the necessary skills of mass media, but he also shared an ample amount of tools necessary to succeed in the business world. Scott was one of the few top notch instructors I have had at UOP. I didn't want the class to end! He brought to the table real life, working world stuff, I found intriguing. This was more than a communications class, it was thinking out of life's box and look at it in a different way type of class. The class never felt 4 hours long. If I could schedule another class and pick my instructor, I would pick Scott Romeo. He is an asset to UOP for sure.

This was one of the most enjoyable experiences I've had at UOP!! This instructor provided so much academic & personal knowledge for this subject matter, even when I wasn't feeling well I was afraid to stay home because I didn't want to miss any small nuggets he delivered through this course!!

Mr. Romeo is an excellent instructor and made it easier to understand and learn the course material. He went out of his way to make sure we learned all we need to know about innovation. I have had many great instructors; however he is one of the best. I would definitely recommend him to anybody who is in the same program.

Scott Romeo is an amazing instructor. He helped me face my fears of public speaking and gave me great information to utilize when generating an extended resume. He is also great at creating mission and vision statements. Thank you Scott, I will forever be grateful for the knowledge you bestowed upon me!

Just a great class that inspired me to share the bigger picture, to develop trusting relationships, and to show humility. Scott Romeo is an excellent teacher and I could only wish to be in one of his classes again. Wish this class could go another five weeks.

Just a great class that inspires to share the bigger picture, to develop trusting relationships, and to show humility. Scott Romeo is an excellent teacher and could only wish to be in one of his classes again. Wish this class could go another five weeks.

Scott Romeo is an amazing instructor. He helped me face my fears of public speaking and gave me great information to utilize when generating an extended resume. He is also great at creating mission and vision statements. Thank you Scott, I will forever be great full for the knowledge you bestowed upon me!

I just wanted to thank you so much Mr. Romeo for everything you have taught me. It has been an honor and a pleasure learning from you. I hope that I will have the pleasure of being your student again in the future.

Professor Scott Romeo was a wonderful dedicated instructor, who truly cared about the class fully absorbing the lessons. He actively engaged during class discussions, while also providing guidance and additional information when we ran into difficulties.

I want to thank you so much! for all your instruction and feedback you have provided to me. I really learned a lot from this class, and I know it will help me in my future classes, and in life. You are an excellent Instructor, and it was a pleasure being part of your class.

The way that you explain any mistakes made in our assignments causes me to learn more because it gets embedded in my head to the point that I will not make the same mistake again.

Consulting Approach

Mr. Romeo's approach to consulting is based upon solid methods, theories and principles that he learned in his Master's degree program, that he has taught for the past 15 years, but more importantly, has helped clients implement for the past 23 years. His approach to business and management is behavior-based. Creating a strategic plan that cannot be implemented serves little purpose. Creating goals are less important than creating actions plans. Understanding that most successful organizations do not strategically market what they sell is key to developing solid marketing strategies and sales tactics. Creating management approaches that focuses on the future and driving results take precedence over evaluating the past.

As THE STRATEGY EXPERT®, Mr. Romeo has developed a reputation as a consultant who tells clients what they **need** to hear, not necessarily what they **want** to hear. He uses an integrated approach to business, meaning he looks at the big strategic picture, then the small daily functional elements and reassembles that picture into the strategic future for the organization.

Mr. Romeo's consulting services, training and development and seminar services can be obtained through various consulting organizations or by contacting his team at: romeo@thestrategyexpert.com.