

BIOGRAPHICAL INFORMATION

BOB PALADINO, CPA **Managing Partner, Bob Paladino & Associates, LLC**

Bob Paladino is the Founder and Managing Partner of his firm, which focuses on advising Boards of Directors, Executives and their teams on implementing and integrating Balanced Scorecard, Knowledge Management, and Six Sigma competencies. He has a long history as a successful practitioner of these concepts in a corporate setting and as an advisor and consultant to Fortune 500 firms across a wide range of industries. Drawing from this extensive experience, he has authored the best-selling book in which he synthesizes the best practices in the Corporate Performance Management (CPM) field: “Five Key Principles of Corporate Performance Management” recently #1 CPM book on Amazon and Barnes & Noble. His firm offers CPM services for rapidly implementing and integrating proven methodologies to drive breakthrough results.

As a former Senior Vice President of Crown Castle International in the Office of the CEO, he directed the global CPM/Balanced Scorecard program to win both the coveted international Hall of Fame Balanced Scorecard Award and the American Productivity & Quality Center’s (APQC) Best Practice Partner award. Wall Street Journal ranked Crown Top 20 Most Improved in Shareholder Value.

Formerly a leading consultant for PricewaterhouseCoopers, the Balanced Scorecard Collaborative, and Towers Perrin, he is a Wharton MBA, a CPA and a member of the AICPA and MSCPA. He is published in leading journals and is among the highest rated speakers at corporate and industry events, such as FEI, ASMI and CFO Rising.

Positions Held

Crown Castle International, Senior Vice President, Global Performance in the CEO Office

Balanced Scorecard Collaborative, Vice President, Practice Leader, for Drs. Kaplan & Norton

PricewaterhouseCoopers, Principal Consultant, Global Financial Cost Management

Coopers & Lybrand, IBM JV (Meritus Consulting) Manager, Strategic and Operational Solutions

Towers Perrin, Senior Consultant, Utilities Industry Efficiency Reviews

Ernst & Young, Senior Auditor, Fortune 1000 Clients

Education and Affiliations

MBA, Finance and Management, Wharton Business School, University of Pennsylvania

Executive Education Harvard Business School and Massachusetts Institute of Technology-MIT

BS, Cum Laude Accounting, University of Massachusetts

CPA, Member AICPA and MSCPA

Elected Member Beta Gamma Sigma and Beta Alpha Psi, Academic Honor Societies

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Fellow, American Strategic Management Institute (ASMI)

Fellow, Consortia for Advanced Management International (CAM-I)

Steering Committee, American Productivity & Quality Center (APQC)

Representative Publications

- Harvard Business School Press, numerous articles - “How to Conduct a Balanced Scorecard Review to Create Strategic Alignment.”
- Wiley, “Five Key Principles of Corporate Performance Management” (best selling book)
- Institute of Industrial Engineers, “Five Key Principles of Corporate Performance Management” – Translating Customer Requirements into New Product Designs
- Business Finance Magazine, “Retaining Knowledge Capital”
- General Electric Six Sigma Program, “Black Belt Quality Awareness Training”
- Knowledge Management Review, “Taking the KM Portal to the Next Level at Crown Castle”
- Institute of Management Accountants Strategic Finance “Balanced Forecasts Drive Value”
- Certified Management Accountants, “Five Key Principles of CPM”
- Journal of Corporate Accounting and Finance, “Strategic Information, What Does the Utility CFO Need in Rapidly Changing Utility Market?”

Representative Executive /Corporate Education

- Aramco Services Corporation, “Building Strategy Maps and Balanced Scorecards”
- Arizona State University Executive Ed, “Designing and Implementing CPM to Drive Value”
- Babson College Executive Education, “Building Shareholder Value through CPM”
- Institute of Technology Monterrey Mexico Executive Education Course, “Step by Step Building, Managing using the Balanced Scorecard”
- Motorola University, “Integrating Six Sigma and the Five Key Principles of CPM”
- Sprint University Executive Education, “Using the Balanced Scorecard to Drive Results”
- St. Francis College Executive Education, “Using the Balanced to Optimize Human Capital”

Representative Keynote Speaking Engagements – Over 60 Cities Globally

- AICPA, “Accelerating Balanced Scorecard Performance Through An Integrated Knowledge Management System”
- APQC, “Transparency and Knowledge Management”
- ASMI, “Designing and Implementing the Balanced Scorecard to Drive Excellence”
- ASSE, “Five Key Principles of CPM and Safety”
- Balanced Scorecard Collaborative, “Establishing an Office of Strategy Management”
- Better Management, “How to Build and Sustain a Corporate Performance Management Framework”. Numerous web TV interviews and presentations
- Business Intelligence Europe, “Business Transformation from BSC and EVA Integration”

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- CFO Magazine, National conference, “From Strategy to Continuous Improvement — A Close Look at Excellence in Performance Management”
- Edison Electric Institute (EEI) “Breakthrough Performance Using the Balanced Scorecard “
- Financial Executives International (FEI), “Achieving Breakthrough results using CPM”

Bob Paladino & Associates, LLC
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