



“What separates CPS from other management consultants is the ability to go from a 30,000-foot strategy down to ground-level actions that drive sales results. Our differential advantage is our consultants. They have real-world executive sales and enterprise leadership experience that engages your sales team to build your unique sales culture.” - Joe Foley

Joe brings senior level sales and marketing, business development, strategic planning, and general management expertise developed during his 37-year career to Critical Path Strategies' clients in his role as client executive, consultant, and facilitator.

A high-performance sales leader and successful change agent, Joe has held executive positions spanning global HVAC manufacturing, water equipment and services, and environmental waste treatment and remediation.

As Vice President of the Northern Region for Johnson Controls, Joe had P&L responsibility for this \$200-million subsidiary that provided commercial and residential HVAC products. In his position as Senior Vice President of Sales and Marketing for Siemens Water Technologies, he was responsible for the sales and marketing program of the \$450-million Services and Products Group. In this assignment, he forged 40 acquisitions into a premier service and distribution network, consolidated the diverse sales programs of four regions into one highly successful sales model with 250 sales and marketing professionals, and developed a sales performance program to increase accountability and urgency for each sales channel. He also led a sales force automation initiative to re-engineer sales processes, including CRM, which generated a 60% increase in face-to-face selling time. As Vice President of Business Development for Waste Management's hazardous waste remediation subsidiary, he led the sales and marketing team to major project wins, earning them the Top Contractor designation in the EPA Superfund program.

Immediately prior to joining CPS, Joe contributed as an independent industry expert on multiple projects for five of the top 10 global consulting firms.

Joe earned a bachelor's of science degree in finance from the University of Illinois Champaign-Urbana. His master's degree in marketing/finance is from the Kellogg Graduate School of Management at Northwestern University. Joe has published articles in the Journal of Advertising and conference proceedings from several professional groups and the Environmental Protection Agency. He is a panel member of the McKinsey Quarterly.

Joe and his wife, Chris, reside in Scottsdale, Arizona. His interests include golf, investing, and carpentry. He has been active in multiple charities, including volunteer hosting at PGA tournaments and Make-a-Wish fundraising events.

