Art Wilson

"CPS pragmatically addresses how to manage a sales organization in today's complex selling environment. The CPS process distills a customer-focused framework into bottom-line strategies for sales leaders who want to consistently deliver predictable, sustainable, superior results." - Art Wilson

Art Wilson founded Critical Path Strategies in 1992. A respected sales executive and thought leader in effective selling, Art created the global consulting company to help clients implement best practices of world-class selling organizations. As an independent consultant since January of 2011, Art continues to work with selling organizations through Critical Path Strategies and with several client leadership teams and community organizations through Art Wilson Associates.

Prior to founding Critical Path Strategies, Art spent 23 years in sales and sales management with IBM Corporation. In addition to the revenue generated by organizations he managed, Art personally generated over $250 million in sales. He was recognized for five consecutive years as one of the top 10 sales representatives in IBM's 5,000-person U.S. sales force, including being named top salesperson one year.

In 2005, Wilson and his CPS partners published a well-received book, *Building a Successful Selling Organization*. Using real-world examples, the book documents tested best practices among leading sales organizations for improving customer relationships, sales productivity, and profits. Practical how-to sales processes, including sales agenda development, account management execution, and team building are explored step-by-step to discover the underpinnings of successful selling organizations.

Art holds an undergraduate degree in business administration from The University of Texas at Austin and a master's degree in business administration from St. Edward's University in Austin.

Art and his wife Kathy have four children, and live on their family's ranch outside of Boerne, Texas.

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