



Bob Muscat



Delivering a process for leaders to focus their business and get the results they want, as soon as possible.

Most business leaders struggle because they try to do too much. Processes become complicated, focus is lost, and results suffer.

Bob Muscat gives business leaders the information they need to transform their business processes and improve profitability. He helps businesses, organizations and individuals learn to swim amid the flood of information swirling around them.

A Fortune 200 executive, Bob is a veteran of using a company's internal data to transform a business from red to black in six months or less. He has held leadership positions with companies such as GE, Thermo Fisher Scientific, and WestRock, and excels at helping business leaders take unloved businesses and transform them into successful, profitable enterprises with strong employee morale.

SUBJECT MATTER EXPERTISE

Sales Profit Design	Change Management
Turnarounds	Strategic Planning
	Organizational Design

KEY CLIENTS



WHAT CLIENTS SAY

Very impressive – of the 14,000 transactions we had last year, Bob helped us focus on the right areas. We realized quick wins and greatly improved business performance. I am very impressed.
– [George Spotswood | CEO, Quality Filter](#)

Muscat's 80/20 Business Process was critical to improving the performance of our business. Using our own customer data was essential to creating employee buy-in and our team has fully embraced the changes. – [Joseph Golshani | CEO, Joseph and Friends](#)

KEY SPEAKING TOPICS

The 80/20 Business Process
How to focus your business and win

StoryBrand
Clarifying your marketing message

Personal Selling in the Digital Age
Using technology to ramp up your sales funnel

GET TO KNOW BOB

The youngest of ten siblings, Bob was born and raised in Mobile, AL, and has over 30 years' experience helping transform companies in sales, marketing, and operations roles.

He shares his wealth of insights at [bobmuscat.com](#), focusing on the changing nature of management in the Information Age. Bob also serves as Honorary Consul for the Republic of Malta, exploring opportunities for trade, travel, and investment between the U.S. and Malta, and has served as a faculty member for the American Management Association.

Bob earned a B.S. in Mechanical Engineering from Georgia Tech, M.S. in Management from Georgia State University, and M.B.A. from Emory University, with additional studies at Northwestern's Kellogg School of Management.

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