

Ross T. Cameron

Principal, RTSea Strategies

Cleveland



Helps high-profile leaders solve complex global challenges, driving large-scale transformation, performance improvement and growth.

ABOUT ROSS

For more than a decade Ross has helped corporate and government leaders tackle complex organizational and industry-wide challenges. This includes CEOs and Chairmen from the Fortune 100 and Forbes' largest privately held firms. Ross delivers the context for making key decisions as well as the confidence to nimbly execute and adapt in dynamic environments.

Examples of his work include:

- Helping the chairman of a global conglomerate frame vision for change and corporate strategy; developing capabilities to unlock long-term growth.
- Aiding a Fortune 10 CEO in obtaining and transitioning into a high-profile role in the public sector. Developing agenda for change and building new leadership team.
- Developing a \$100M export business unit for a US commodity processor. Included global market analysis, an immersion in India, and post-M&A planning.
- Refreshing a global BU through development of new products business model and route-to-market penetration in emerging markets.
- Supporting post-M&A integration of \$20B acquisition. Optimizing performance via maximizing value of intellectual capital with asset-light innovation model and, commercializing/licensing biomedical R&D.
- Pressure testing public policy proposals; quantifying economic impacts to business and consumers, plus operational effects at governmental agencies. Topics spanned national security, commerce, innovation and healthcare.
- Uncovering fundamentals behind a telecom giant's notorious customer service challenges; generating insights that improved operations and customer experience.
- Guiding digital transformations: creating new business models for a global healthcare provider and building capability for a CPG to transcend beyond brick & mortar.
- Designing the strategy for a global manufacturer's investment in supply chain, creating a framework to scan/evaluate 1000's of alternative raw materials (e.g. plant based protein), and capability to unlock new products.
- Making sense of emerging technologies and the state of the art in fundamental life sciences (e.g. *genomics*, *microbiome*) or engineering (advanced manufacturing).
- Spearheading the creation of a new c-level performance improvement office while serving the CEO & COO of the USPTO, and enabling the agency to meet 100% of performance goals for the first time in a decade.

INDUSTRY EXPERIENCE

- > Consumer Goods & Retail
- > Health & Life Sciences
- > Manufacturing & Technology
- > Public Sector
- > Agriculture & Food Value Chain

FUNCTIONAL EXPERIENCE

- > Organizational Change
- > Transformation & Growth
- > R&D Value Capture
- > PE Investment Strategy
- > Post M&A integration
- > Board & Advisory Committees

PAST EXPERIENCE

Mars, Incorporated (client)
Corporate Innovation & Strategy

U.S. Patent & Trademark Office
Office of the Director

EDUCATION:

University of Illinois
BS

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