



BIOGRAPHY



UNITED STATES AIR FORCE

Dr. Robert J. Potts, PhD, MBA Chief Master Sergeant, USAF (Ret)

Dr. Robert J. Potts is a retired United States Air Force Chief Master Sergeant, organizational leadership scholar, executive leader, coach, trainer, and professional speaker with more than three decades of military and organizational leadership experience. Throughout his career, he has served in operational, strategic, and senior leadership positions, developing people, strengthening organizations, and helping leaders and teams achieve their potential.

Chief Potts most recently served as an Individual Mobilization Augmentee to the Chief of Enlisted Developmental Education at Headquarters United States Air Force. In this role, he advised senior Air Force leaders on enlisted professional and developmental education, coordinated with major command enlisted leaders and functional managers, and contributed to the development of educational opportunities, curriculum, and key leadership positions across the Air Force.



His military career began in April 1987 after completing basic military training at Lackland Air Force Base, Texas, followed by technical training as an aviation navigation systems specialist at Keesler Air Force Base, Mississippi. His career included extensive experience in avionics, maintenance operations, professional military education, and senior enlisted leadership. He served as a shop Noncommissioned Officer in Charge, shift supervisor, First Sergeant, flight chief, superintendent, professional development facilitator, and command chief master sergeant.

Chief Potts served in a variety of assignments, including Castle Air Force Base, California; Pittsburgh International Airport Air Reserve Station, Pennsylvania; Youngstown Air Reserve Station, Ohio; and Headquarters Air Force at the Pentagon. His military service also included overseas assignments and deployments to Germany, Puerto Rico, Kuwait, Qatar, and in support of Operation Enduring Freedom.

From December 2015 through March 2019, Chief Potts served as Command Chief Master Sergeant of the 910th Airlift Wing at Youngstown Air Reserve Station, Ohio. As the senior enlisted leader of the wing, he provided strategic counsel to commanders and senior leaders while representing and advocating for the development, readiness, and well-being of the enlisted force.

In 2026, Dr. Potts earned his Doctor of Organizational Leadership from Indiana Wesleyan University. His doctoral research examined the effect of transformational leadership within labor unions, reflecting his

broad interest in leadership, organizational culture, employee engagement, and organizational transformation. He also holds a Master of Business Administration in Operations Management from Colorado Technical University, a Bachelor of Science in Management from American Military University, and an Associate of Science in Business Administration from the University of Pittsburgh.

Beyond his military service, Dr. Potts has extensive experience working with organizations and leaders to identify opportunities for improvement, establish vision and direction, develop people, and strengthen organizational culture. He is a certified coach, trainer, and professional speaker with Maxwell Leadership and has experience facilitating leadership and team-development programs. He also works with Wiley Publishing and utilizes assessment and development tools, including DiSC, to help individuals and teams better understand communication styles, behavioral tendencies, and opportunities for effective collaboration.

Dr. Potts' leadership philosophy is grounded in the belief that organizations improve when people are developed, leaders are intentional about culture, and individuals understand how their contributions connect to a larger purpose. His experience spanning military leadership, organizational development, professional education, labor organizations, coaching, and academic research provides him with a practical and scholarly perspective on leadership and organizational transformation.

His military service and leadership accomplishments have been recognized with numerous awards and decorations, including the Legion of Merit, Meritorious Service Medal with oak leaf cluster, Air Force Commendation Medal, and Air Force Achievement Medal with oak leaf cluster. He was promoted to Chief Master Sergeant in October 2012.

Dr. Potts resides in Townville, Pennsylvania, with his wife, Deanna S. Potts. They have three sons and six grandchildren.

Areas of Expertise

- Organizational Leadership and Development
- Transformational Leadership
- Leadership Development and Coaching
- Organizational Culture and Change
- Team Development and Team Effectiveness
- Professional and Leadership Education
- Strategic Leadership
- Employee and Leader Development
- Labor Organization Leadership
- Public Speaking and Training
- Behavioral and Personality Assessment
- Military Professional Development