

GERARD E. FISHER, MBA, PH.D

Founder and Senior Consultant
Fisher Dehaan Consulting



JERRY FISHER | Extreme-Pioneer



Gerard "Jerry" E. Fisher, MBA, Ph.D. has been advising major Fortune 500 organizations and many smaller and mid-sized companies on techniques for improving their innovation strategies and implementation, strategic planning, team building, marketing effectiveness, cross-team interactions, and sales and management skills for 48 years.

His style is a unique one, developed over years of working with executives and executive teams from more than 300 organizations in 35 different industries in over 100 countries in North America, Europe, Asia, Australia, and Latin America. His seminar and consultation material has been translated into French, German, Italian, Portuguese, Mandarin, and Spanish. His work involves him in programs and consultation with major parts of the organization, from the executive staff to the individual functional areas of innovation planning and entrepreneurship, engineering, research and development, marketing, sales, customer service, physical distribution, operations, and production. His broad range of expertise allows him to share with his clients a wide range of options for innovation planning strategic, team, organizational and operating practices.

In addition to his extensive consulting experience, he has owned and operated several businesses.

He has also studied organizations from an academic perspective. Jerry holds an MBA and Ph.D. in Business Administration with specialties in strategic planning, marketing, advertising, organization development, and life coaching from Michigan State University. Jerry has spent many years teaching team building, marketing, strategic planning and innovation management at the undergraduate and graduate level at Michigan State University, The State University of New York, Rochester Institute Technology, and the University of Dayton.

His ideas have been featured by many national news media, including ABC, NBC, CBS, AP, U.S. News & World Report, Business Week, the New York Times, Chicago Tribune, and Los Angeles Times. During his career he has had the opportunity to speak to more than 150,000 executives and has interacted on a one-on-one basis with executives from a wide variety of Fortune 500 organizations, large scale government agencies, and major national and international associations, such as Small Business Administration, Apple., American Express Company, Xerox Corporation, ATT, AOL Time Warner, Sara Lee, Conde Naste, Microsoft, UBS , Eastman Kodak Company, IBM, P & G, Pitney Bowes, Blue Cross Blue Shield, National Federation of Advertising Agencies, Radio and Television News Directors Association, National Association of Chain Drug Stores, The Food Marketing Institute, National Association of Mass Merchants, National Association of Printers and Lithographers, National Paper Trade Association, Young Presidents' Organization, Inc., Printing Industries of America, American Hospital

Association, U.S. Veterans Administration, Photo Marketing Association International, Electronic Representatives Association, Electronics Industries Association, Massachusetts Bar Association, Public Relations Society of America, International Periodical Distributors Association, and the U.S. Chamber of Commerce, along with a variety of medium and small-sized organizations. He brings a unique multi-industry and multi-culture perspective to his clients. He has won many awards for his speaking talents, and use a very pragmatic and action oriented approach in his consultations and presentations.



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