



**Gary Cokins** is an internationally recognized expert, speaker, and author in advanced cost management and performance improvement systems. He is the founder of Analytics-Based Performance Management, an advisory firm located in Cary, North Carolina. Gary received a BS degree with honors in Industrial Engineering/Operations Research from Cornell University in 1971. He received his MBA from Northwestern University's Kellogg School of Management in 1974. Gary began his career as a strategic planner with FMC's Link-Belt Division and then served as Financial Controller and Operations Manager. In 1981 Gary began his management consulting career first with Deloitte Consulting. Then with KPMG (1988), he was trained on ABC by Harvard Business School Professors Robert S. Kaplan and Robin Cooper. In 1992 Gary headed the National Cost Management Consulting Services for Electronic Data Systems (EDS) now part of HP. From 1997 until recently Gary was in business development with SAS, a leading provider of enterprise performance management and business analytics and intelligence software.

Gary's third book, *Activity Based Cost Management: An Executive's Guide* has ranked #1 in its topic on Amazon.com. He has written *Activity Based Cost Management in Government*. His most recent books are *Performance Management: Finding the Missing Pieces to Close the Intelligence Gap*; *Performance Management: Integrating Strategy Execution, Methodologies, Risk, and Analytics*; *Strategic Business Management: From Planning to Performance*, and *Predictive Business Analytics* coming out Summer 2013. Gary is widely recognized for his expertise in such leading edge business practices as:  
Business Intelligence and ...

## Gary Cokins

### Speech Topics

- Technology
- Management
- Finance
- Economics
- Business Strategy
- Business Performance



## Testimonials

"In his most recent book, Gary Cokins shows he has successfully been able to expand his base thinking into a contemporary and useful read. In recognizing the importance of enterprise risk management to today's organizations - and integrating it into the broader content message - this book makes a leap forward for 21st century business practices."

- Editor-in-chief, *Financial Executive*; *Financial Executives Institute*.

"Gary Cokins is clearly one of the world's thought leaders in the area of performance management, and the need for integrated performance management, improvement and execution is clearly at a premium in these challenging economic times. This book is a must read for CEOs, CFOs, and management accountants around the globe seeking higher levels of sustainable business performance for their stakeholders."

- President and CEO, *Institute of Management Accountants*.