

## Peter C. DeMarco Senior Consultant



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Peter C. DeMarco is the President & Founder of the Institute 4 Priority Thinking where he supports his clients as an executive coach and consultant in the areas of operational excellence, organizational effectiveness and strategic planning.

Over a twenty-three year career, Peter has gained extensive leadership experience in general management and senior level executive assignments in the United States and Mexico while working for LIS Corp, Bausch & Lomb and Xerox. He has held leadership positions as a Chief Operating Officer, Division President, Managing Director, Plant Manager, Manufacturing Information Technology Manager and Quality Engineer.

Along with plant and multi-site management experience in the United States and Mexico, Peter has led the start-up of two manufacturing facilities from construction through staffing and on-going operations. His first-hand experience with leading in crisis or distress situations has made Peter a valuable resource to his clients. Through the practice of Priority Thinking™, Peter helps his clients to understand their corporate culture; identify and assess the risks to their business and improve their performance. He and his team are adept at applying Lean and Six Sigma methodologies to improve operational effectiveness while helping clients to find their true success in creating a unique and sustainable competitive position within their industry.

Prior to his business career, Peter served as a United States Army infantry officer in airborne and mechanized assignments. Peter holds a BS from the United States Military Academy at West Point, an MS in Systems Management from the University of Southern California, an MS in Statistics from the Rochester Institute of Technology, and an MBA (with a focus on corporate finance) from the Simon School of Business at the University of Rochester.