

Robert E. (Bob) Cannon, M.B.A., C.M.C.

Product Sales and Marketing Advisor to small and medium size manufacturers. at Cannon Advantage

Cleveland/Akron, Ohio Area, OH, US

Product Innovation, Sales & Marketing Advisor to small and medium sized manufacturers;
www.cannonadvantage.com

Biography

Over 30 years of real world experience developing, marketing and selling new products means that you benefit from the collective wisdom of these organizations and industries. In the 80's, Bob received a patent for a new method for joining two sleeping bags together. He developed and marketed a mirror on a stick for car appraisers to examine the underside of cars for rust and frame damage and he was responsible for developing new ride on toys for AMF Wheel Goods. In the 90's, he was a partner in an endeavor that developed and marketed innovative new products to the dental industry and helped develop, market and sell the Channellock Nut Buster. In the 00's, Cannon helped develop, market and sell the cordless caulking gun to Milwaukee Electric Tool Company. He established a royalty agreement with a company to market the Kiwi Plier and was also a partner in the development and marketing of the cordless Ro-To-Hoe. Bob has been involved as an inventor, evaluator, marketer and sales of new product ideas. He has experienced success and failure, been involved in all kinds of business relationships and knows the pitfalls of each type. In other words, he knows what works, what doesn't and why. Innovators and companies trying to create a culture of Innovation can benefit from what Bob knows. M.B.A. and advanced studies at the Weatherhead School of Management. Professional member of the National Speakers Association. The Certified Management Consultant (CMC) designation is internationally recognized and has been awarded to fewer than 1% of all active professional management consultants in the United States. This insures that you are working with a true professional in his field. He is also the author of "Taking Aim for Better Decision-Making." He is a chapter author of "Masterpieces in Healthcare Leadership." Specialties Innovation, New Product, Strategy, Marketing, Change Management, Decision-Making, Trend Analysis, Facilitation, New Product Launch

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Manufacturing, Hardware (not computer)

Affiliations

Hand Tools Institute, Leadership Geauga County, Toastmasters, Burton Chamber of Commerce, Ohio National Speakers Association, Chardon Chamber of Commerce, Institute of Management Consultants, Mastermind

Education

Grove City College
B.A. Business

Case Western Reserve University - Weatherhead School of Management

Gannon University
M.B.A. Business

Leadership Geauga

Accomplishments

Certified Management Consultant

a certification mark awarded by the Institute of Management Consultants USA, an ISO/IEC 17024 Certifying Body. This certification represents evidence of the highest standard of consulting and adherence to the ethical canon of the profession. Less than 1% of all consultants have achieved this level of excellence.

Distinguished Toastmaster

for outstanding accomplishments and leadership excellence in the mission of Toastmasters International.

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