



# MEDIA KIT

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# BILL CANADY

CEO | BOARD MEMBER | AUTHOR



## QUICK STATS



**+3B** SHAREHOLDER  
VALUE CREATED

**>50** OPERATING  
COMPANIES

**+10K** EMPLOYEES

# THE 80/20 CEO TAKE COMMAND OF YOUR BUSINESS IN 100 DAYS

**260 PAGES**

**PUBLISHED BY  
KOEHLER BOOKS**

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FEB. 27TH, 2024**

ADVANCED READER COPY  
INLCUED FOR REVIEW



# The 80/20 CEO

Take Command of Your Business  
in 100 Days

**BILL CANADY**

## Book Description

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It introduces the Profitable Growth Operating System (PGOS), featuring 80/20. PGOS is based on the five management practices 80/20, strategy, talent, M&A, and lean. It is for all senior-level executives, established, rising, or aspiring, who want to lead their organization in strategic growth. PGOS was born in the intensely growth-focused environment of middle-market companies held by private equity, but it applies to virtually any business intent on improving and growing.

The middle market is a powerhouse for the U.S. economy. Yet many of these companies are little known to the general public. PGOS will help them break through with a proven process to double the company's sales in three to five years.



## Bill's Bio

Bill Canady has over 30 years of experience as a global business executive in a variety of industries and markets focused on industrial and consumer products and services. As a leader, he concentrates on aligning with key stakeholders to set a clear and compelling vision that will rally an organization to drive growth, control cost, and increase profitability. One of the keys to his success is he develops strong leaders and management teams and establishes deep relationships. His experience encompasses global public, private, and sponsor owned companies.

Bill is the CEO of both OTC Industrial Technologies and Arrowhead Engineered Products (AEP). OTC is an industrial distribution company located in Columbus, OH, that has \$1 billion in sales with 1,900+ employees and over 60 sales/distribution offices in 40 states.

During his tenure, OTC has grown revenues by more than 43% and earnings over 78%. AEP is a leading supplier of non-discretionary, mission-critical, aftermarket replacement parts for a wide variety of motorized vehicles and equipment headquartered in Blaine, MN, and has \$1.5 billion in sales with 3600+ employees and sell in over 50 countries.

During his career, Bill has been responsible for leading several organizations through their most important challenges and opportunities, often in complicated regulatory, investor, and media environments. He discovered a passion and knack for the art and science of business. Taking the tools and techniques that he developed growing multibillion dollar companies, he created the Profitable Growth Operating System (PGOS) and set out to help owners and operators around the world profitably grow their companies.

PGOS is a time-tested set of simple tools and process that fosters a common culture creating value for all stakeholders: customers, employees, suppliers, and shareholders. PGOS shows how to increase the productivity of assets, increase profits, and make better decisions at every level of a business.

Bill graduated summa cum laude from Elmhurst University with a Bachelor of Science in Business Administration and received his MBA from the University of Chicago, Booth School of Business. He is a veteran of the United States Navy.

# FREQUENTLY ASKED QUESTIONS



## **IS IT TRUE THAT YOU ARE THE CEO OF TWO DIFFERENT COMPANIES?**

Yes. I am the CEO of OTC Industrial Technologies located in Columbus, OH and Arrowhead Engineered Products located in Blaine, MN.

## **HOW DO YOU MANAGE LEADING TWO DIFFERENT COMPANIES?**

I have a great team and we use PGOS as our operating model. It really lays out a clear plan for everyone to follow. But it's the team that makes all of the difference.

## **WHAT MADE YOU WANT TO BE AN AUTHOR?**

Well, even from a young age, I have always loved telling stories (and reading them), so it was a natural progression for me to be an author. Also, to be honest, I felt I finally had something worthy to tell the world.

## **WHERE DID YOU GROW UP?**

I grew up in Richlands, North Carolina in a doublewide trailer at the end of a dead-end dirt road.

## **WHEN WILL ALL THE BOOKS BE OUT?**

Currently, I have six books slated to be released over the next 18 months. The first, *The 80/20 CEO: Take Command of Your Business in 100 Days* will drop on February 27, 2024. Sign up on our website to stay in the loop.

## **WHERE DO YOU GET YOUR INSPIRATION FROM?**

I have been so blessed with a wonderful family and career. At this point, I like to spending my time paying it forward; where I feel I can make a difference and the team wants my help.

## **DO YOU HAVE ANY TIPS FOR ASPIRING WRITERS?**

It's a highly personal experience. Find a topic you have passion about and get after it. It can be a bit of a slog, but it's worth it.

# FREQUENTLY ASKED QUESTIONS



## WHAT TYPE OF COMPANIES DOES PGOS WORK WELL WITH?

Well, I have not used it in every type of company out there. But so far, it has produced superior results in all that I have worked on, this includes industrial manufacturing and distribution; consumer products; commodity products; products sold through twodistribution retail channels, online and in-person; products sold globally; and so on. I guess the point is I think it will work everywhere. I'll keep believing this until proven otherwise.

## DO YOU HAVE ANY TIPS FOR ASPIRING CEO?

Be a continuous learner and get stuff done.

## WHAT DO YOU FIND MOST IMPORTANT IN A LEADER?

Set the mission. Let your team find the way. The team will need two things to be successful: A deep understanding of the company's culture and how to use the tools to drive change. Spend the majority of time on your culture. It's important and will show the team when to use the tools. You will need to win to be successful, but you don't want to wany at any cost. Make sure everyone understands the guardrails.

## YOU HAVE WORKED IN MANY DIFFERENT TYPES OF COMPANIES, WHAT IS YOUR FAVORITE?

For me, there are three types of companies: Public, private, and sponsor (private equity) owned. I prefer private equity because of the clarity of the mission: Get the highest MOIC (multiple on invested cash) in the shortest amount of time.



**BILL CANADY**

# LET'S CONNECT

I would love to connect and explore an opportunity to work together.

For more information or photo inquiries please contact me at [billcanady.com/about-bill](http://billcanady.com/about-bill) or email me at [bill@billcanady.com](mailto:bill@billcanady.com).



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