

Robert Fortunato is President of ForStrategy Consulting, Inc. and Owner/Builder of the Green Idea House. In addition to being a leadership and strategy consultant to some of the largest and most successful firms in the world, Robert is also a sought after international speaker/facilitator whose engaging style often earns him a “best of conference” review by attendees.

Robert’s work focuses on helping organizations exceed their profitability, competitive advantage and organizational effectiveness goals. He earned a reputation for leading complex projects, building consensus and being tenacious about getting results for clients. This is done through a systematic approach to leadership, strategy, innovation and client development.



Sample projects include assisting a large firm in integrating three acquisitions that nearly doubled its already substantial market presence. Working with leadership and the firm’s integration committee, Robert kept the integration efforts focused on maximizing the strategic value of the merged entity. As a result of their efforts, the firm realized a dramatic increase in cross-selling, cross-staffing and communications. The merger is viewed internally and externally as a “textbook case of success.”

Robert developed his expertise during twenty-five years of strategy, marketing, sales and organizational development work. Formerly a Vice President of Consulting Services with a professional services firm, his experience ranged from small start-ups to large corporations, like AT&T and Steelcase.

He has also worked internationally for two years, providing strategic development and cultural integration services to merged and acquired companies in Japan, China, Australia and Singapore. By integrating people, processes, technology and infrastructure, Robert managed to assist his clients in achieving a three-fold increase in revenues and profitability.

Robert's credentials include a degree from the Wharton School of Business and he is also adjunct faculty at an international innovation, social entrepreneurship and sustainability school based in Denmark. He is a highly acclaimed [TEDx speaker](#), an active member of the Association for Strategic Planning, sat on the Executive Committee of the State Bar of California and is a Past President of the Legal Marketing Association in Los Angeles. Committed to continuous learning and development, Robert regularly augments his post-graduate work with executive education classes at Harvard and UCLA and recently completed a year-long program with an MIT professor.

Robert’s commitment to economic and environmental sustainability is reflected in the [Green Idea House](#), a Net Zero Energy, Zero Carbon retrofit of his family's home. The multiple award winning project was selected as the cornerstone case study for Southern California Edison’s Net Zero Energy initiative and won the Los Angeles County Green Leadership Award and Contractor of the Year Award from the Build it Green organization, among others. Robert is now combining what he learned in the process of designing, building and general contracting the Green Idea House with his consulting practice to be of service to the business, governmental and environmental communities.

On a personal note, Robert resides in a beachside suburb of Los Angeles with his wife Monica and their young son Carter. Being avid travelers, they have visited over 40 countries together. Exposure to diverse cultures and ways of viewing the world plays an important role in their approach to both work and life.