

Robert Fortunato, President of ForStrategy Consulting, Inc. is a leadership and strategy consultant to some of the largest and most successful professional services firms in the world. He is also a sought after international speaker and facilitator whose highly interactive and engaging style often earns him a “best of conference” review by attendees.

Robert’s work focuses on helping firms exceed their profitability, competitive advantage and organizational effectiveness goals. He has 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 professional services firm in integrating three acquisitions that nearly doubled its already substantial Southern California 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.”

Another project Robert completed was the turnaround of an IP practice group within an Amlaw 100 firm. The IP group had an attrition rate of over 25% with morale and interpersonal conflicts threatening to implode the group. With Robert’s assistance, the group was able to bring the attrition rate to virtually zero while improving partner, associate and staff morale. The group is now working cohesively on strategic planning initiatives to chart and implement the growth of the practice.

Robert developed his expertise during twenty 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 corporate clients in achieving a three-fold increase in revenues and profitability.

Robert’s credentials include a degree from the Wharton School of Business. Committed to continuous learning and development, Robert regularly augments his post-graduate work with executive education classes at Harvard and UCLA and most recently completed a year-long program with an MIT professor.

He is also a guest lecturer at an international social and business innovation school based in Denmark, 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.

On a personal note, Robert resides in a sleepy beachside suburb of Los Angeles with his wife Monica and their young son Carter. Being avid travelers (pre-Carter), 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.

Robert’s commitment to the environment is reflected in GreenIdeaHouse.com, a Net Zero Energy, Zero Carbon Case Study House project.