



Dr. Albert D. Bates

Dr. Albert D. Bates is founder and Chairman of the Profit Planning Group, a research and executive education firm headquartered in Boulder, Colorado. The firm works exclusively in the area of corporate financial planning.

He specializes in making financial concepts understandable. In that regard, he makes approximately 100 presentations each year on topics such as Improving the Bottom Line, Getting Serious About Profit, Doing More with Less, and Pricing for Profit.

He has written extensively in both the professional and trade press, including the *Harvard Business Review*, the *California Management Review* and *Business Horizons*. In addition he has written numerous books, including *Profit Myths* and his latest, *Triple Your Profit!*

Al received his undergraduate degree from the University of Texas at Arlington and his MBA and doctorate from Indiana University. While at Indiana he was one of the first recipients of the Ford Foundation Fellowships in Business Education.

He is married and has three grown daughters. Their college bills are still not paid off, which is why he gives 100 presentations a year. When he is not traveling giving seminars he enjoys tennis and skiing. He is not particularly good at either one.

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