

Carl Cox**40 Strategy, Inc.**

Carl J. Cox is the CEO and founder of 40 Strategy Inc. Through his career, Carl has been an executive leader and board member with seven different organizations who have grown 2x to 7x with operations in four continents. He is the host of the Measure Success Podcast, where he talks with CEOs, authors, and extraordinary achievers about effective strategies that inspire success in business as well as their personal life. Carl is the author of Lost at CEO, An Entrepreneur's Guide to Strategy.

His company donates 10% of their client net revenues towards charitable organizations. He is a certified Gallup Coach for CliftonStrengths. Early in his career, he was a CPA, earned at PricewaterhouseCoopers.

Carl has been married for over 25 years and they have four children. He coached youth football, basketball, and baseball for over 20 consecutive winning seasons. Today, Carl enjoys playing golf, and he resides in Northwest Oregon.