

Nathan Owen Rosenberg Sr.

INSIGNIAM FOUNDER AND
ELIXIRR PARTNER – UNITED STATES

Nathan Owen Rosenberg is a founder of Insigniam and a partner at [Elixirr](#). In over thirty-five years in consulting and sixteen years of leading transformational seminars, he has worked with more than 85,000 people.

Nathan's work includes consulting a well-known consumer goods company in an engagement that produced more than \$200 million in new revenue in the first year, and advising a leading, global sports clothing-and-lifestyle company to take a new approach to updating their ERP system, reducing upgrade time by half. In a three-and-a-half-year engagement, Nathan led a team consulting a client to transform an old-line computer manufacturing company into an information services company. As a result, shareholder value—which had fallen the previous three years—increased more than 600 percent.



Prior to co-founding Insigniam, Nathan founded two other successful enterprises and served as chief executive of four corporations. As a young man, he served as an officer and aviator in the United States Navy, executive support officer to the Secretary of Defense, and national security advisor to the U.S. Senate Majority Leader.

Nathan has been on the Boy Scouts of America's Executive Board of Directors for over fifteen years and is a trustee of the Committee for Economic Development and the Falcon Foundation. He holds a B.S. in Management from the United States Air Force Academy and completed master's course work in Legislative Affairs at George Washington University.

Awards, Recognitions and Education

- Inducted into the Baden-Powell Fellowship, World Scout Foundation, 2024
- Awarded the Joint Service Commendation by the Secretary of Defense
- Silver Beaver, Silver Antelope, and Silver Buffalo honors, Boy Scouts of America
- Leader in Client Satisfaction, Insigniam, 2021
- Leader in Contributing to Colleagues Success, Insigniam, 2020, 2021, and 2022
- Leader in Inspiring the Firm, Insigniam, 2015 and 2020
- "IT for Non-IT Executives," Massachusetts Institute of Technology
- "Design Thinking Boot Camp," Stanford University
- Bachelor of Science in Management, United States Air Force Academy, 1974
- Leading the Professional Services Firm, Harvard Business School
- Chairman, *Business Week's* CEO & Presidents & CIO Forums in Asia, 1994-1997

Public Speaking and Service

- Board Member, Investment Committee, World Scout Foundation, 2023
- Co-Chair, Infrastructure Committee, Committee for Economic Development
- Co-Chair, Money in Politics Group, Committee for Economic Development, 2017-2019
- President and board member, USAFA Rugby Excellence Group, 2015-2018
- Board member, Bryant Rubber Company
- Executive committee and executive board member, Boy Scouts of America
- Board member, Educate Girls Globally, 2012-2015
- Chairman, Orange County Council of the Boy Scouts of America, 2009-2012
- Flew search and rescue missions in the Caribbean — saved 24 lives and seized five ships containing smuggled drugs, 1975-1978
- Executive support officer, Secretary and Deputy Secretary of Defense, 1978-1980
- National defense advisor, U.S. Senate Majority Leader, 1980-1981
- Speaker for 28 consecutive years, The United States Air Force Academy
- Speaker, The Keck Medical School of the University of Southern California
- Speaker, The Peter F. Drucker Management Center of the Claremont Graduate School
- Speaker, The Graduate School of Management of the University of California, Irvine
- Speaker, National Character and Leadership Symposium
- Speaker, 2012 National Forum for Character Education
- Vestryman, lay reader and lay Eucharist minister, St. James Episcopal Church, 1986-1990
- Trustee, The Falcon Foundation

Thought Leadership and Articles

- Command Change, Not Your People, *IQ Insigniam Quarterly*, Fall 2025
- The Energy Industry: Power Shift, *IQ Insigniam Quarterly*, Fall 2024
- Why We Elevated Insigniam for a New Era, *IQ Insigniam Quarterly*, Spring 2024
- Would You Recognize a Leader if You Heard One?, *IQ Insigniam Quarterly*, Summer 2023
- Do No Harm: A Hippocratic Playbook for Newly Minted CEOs, *IQ Insigniam Quarterly*, Spring 2023
- Co-author, Record U.S. Investments in Infrastructure Mustn't Remain Unused for Another Year, *Fortune*, December 2022
- Is Your Organization Prepared to Grow?, *IQ Insigniam Quarterly*, Fall 2022
- Co-author, *PDMA Essentials: Design and Design Thinking* (Wiley)
- Co-author, Traits of a Transformational Leader, *IQ Insigniam Quarterly*, Fall 2016
- Co-author, What Keeps Executives Up at Night?, *IQ Insigniam Quarterly*, Summer 2016
- Co-author, Leading for a Corporate Culture of Design Thinking, *IQ Insigniam Quarterly*, Summer 2016
- Reinvented Business Model, Reinvented Customer Service, *IQ Insigniam Quarterly*, Winter 2016
- Enrolling Others In Your Transformational Vision, *Insigniam Blog*, December 2015

- Courage Amid The Unknown Through Transformational Leadership, Insigniam Blog, December 2015
- A Leadership Metamorphosis, Insigniam Blog, December 2015
- Co-author, Design Thinking: New Product Development Essential from the PDMA (Product Development and Management Association), Chapter 12 “Leading for a Corporate Culture of Design Thinking,” October 2015
- Co-author, Beehive or Clockworks: Complexity in Execution, *IQ Insigniam Quarterly*, Fall 2015
- Supervision: Part II—People vs. Process, Insigniam Blog, September 2015
- Strategic Frontiers: Part I – Charting the Horizons; Part II – How to Get There, Insigniam Blog, May 2015
- The Leadership Intensive: Part I – Dismantling Paradigms; Part II – Creating A New Paradigm, Insigniam Blog, April 2015
- Co-author, Leading for Explosive Growth, *IQ Insigniam Quarterly*, Spring 2015
- Co-author, Unleash Culture to Fuel Growth, *IQ Insigniam Quarterly*, Spring 2015
- Compact Breakthrough From Skunk Works, Insigniam Blog, March 2015
- Breakthrough Performance Poised To Conquer Pluto, Insigniam Blog, December 2014
- Think Like Elon Musk For “Insane” Innovation That Really Works, Insigniam Blog, October 2014
- Stoking the Fires of Transformation, *IQ Insigniam Quarterly*, Fall 2014
- The Key To Home Depot’s Success Is Transformational Leadership, Insigniam Blog, August 2014
- A Sign Of The Time, Inc., Insigniam Blog, June 2014
- A Focus On Innovation Has Delta Soaring, Insigniam Blog, April 2014
- Transformational Leadership, *IQ Insigniam Quarterly*, Spring 2014
- Insigniam Middle Management Survey, 2014
- Are You Getting Commitment or Compliance?, *IQ Insigniam Quarterly*, Winter 2013
- GM’s Appointment Of Mary Barra To CEO: Women As A Competitive Advantage, Insigniam Blog, December 2013
- Building Strategy. Building Buy-In, *IQ Insigniam Quarterly*®, Fall 2013
- Use Design Thinking And Boost Revenues By 40 Percent, Insigniam Blog, September 2013
- Change Leadership: The Pitfall Of Bell Cows, Insigniam Blog, August 2013
- Your Leadership Speaks Volumes When You Don’t Speak Up, Insigniam Blog, January 2013

Insigniam B.I.T.s Podcast

- How Can a Breakthrough Protect You From Business As Usual?, December 2021

345 THIRD STREET
LAGUNA BEACH, CALIFORNIA 92651
+1 949 494 4553
WWW.INSIGNIAM.COM
nrosenberg@insigniam.com