



Duane Deason

AUTHOR – SPEAKER – THOUGHT LEADER

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TOPICS

- Why companies are failing to manage costs
- How leadership can create efficiencies
- Impact of culture on controlling costs
- Cost savings tips
- Effective negotiations
- Using AI to help manage costs
- Minimizing the impact of tariffs
- Success and failure of DOGE

CREDENTIALS

- MBA, Georgetown McDonough School of Business
- Certified Public Accountant

INTERESTS

- Hiking
- Apiculture (Bee Keeping)
- Travel

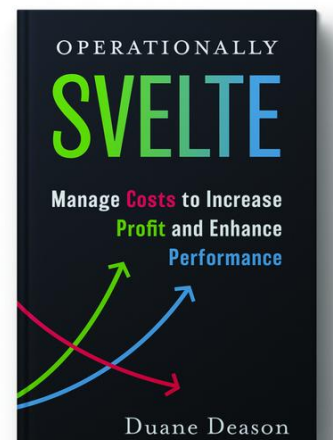
SCOPE OF EXPERTISE

Duane is an expert and thought leader in all aspects related to managing organizational costs. This includes how companies are currently succeeding or failing, the influence of leadership, corporate culture, and the use of updated tools and methods.

Beyond cost management, Duane is well-versed in issues related to the Department of Government Efficiency and how tariffs impact business.

THE BOOK

Operationally Svelte demonstrates how many companies are relying on outdated strategies and methods to manage costs. Over time, it bleeds profits, stifles innovation, creates silos, and fosters bloat. A company's customers, employees, and shareholders deserve better. The book then presents a solution for improved cost management that, when implemented, will do far more than build profitability—it will make a company nimble, efficient, and more innovative.



ABOUT THE AUTHOR

Duane has spent the past twenty-five years helping companies manage costs and operate more efficiently. Early in his career, he launched a company that provided financial support to organizations undergoing transitions. After selling his firm, Duane stepped into the role of CFO for a public company struggling to avoid bankruptcy. His efforts stabilized the company and enabled a graceful exit through acquisition. This experience was the catalyst for Duane dedicating his career to cost management.

Duane is the founder and president of [The Efficacy Group](#). He furthers the vital discipline of effective cost management through speaking, training, and advising. Duane is a Certified Public Accountant and holds an MBA from Georgetown University. He is also the author of *Operationally Svelte: Manage Costs to Increase Profit and Enhance Performance*.