

Gary Magenta

Senior Vice President and Chief Change Architect
Root Inc.

Gary Magenta is passionate about helping leaders and organizations change their business, transform how they engage their people, and deliver exceptional results.

He is the Chief Change Architect of Root Inc., a consulting company that helps the world's most influential organizations master disruption, activate change, and realize positive results. During his 18 years at Root, Gary has partnered with CEOs and executive teams at Fortune 500 and Global 2000 organizations throughout North America and Europe, bringing a holistic view of their businesses, their people, and the customers they serve.

With more than 30 years of business experience, Gary brings a realistic outlook, a focus on results, and a sense of humor that puts things into perspective. Gary is the author of 720 Haircuts — Creating Customer Loyalty that Lasts a Lifetime and The Un-Bossy Boss, as well as the host of the talk show series, The Pot Stirrer. He is a highly sought after international speaker that has been recognized with a Stevie American Business Award for Executive of the Year.

Gary lives in Chicago, Illinois, and Fort Myers Beach, Florida, with his wife and has two grown sons. Gary is a Google fanatic and an unapologetic reality show junkie.