John Prior

Vice President, Strategy,
Competitiveness, and
Growth
SMA, Inc.

John Prior is Vice President of Strategy, Competitiveness, and Growth at SMA, Inc. He specializes in market analysis, growth strategy and strategic planning.

As a strategist, John has broad in-house and management consulting experience. Prior to joining SMA, John led the effort to establish a strategic HR capability at Sonos, leading a team of HR business partners to globally deliver strategy, organizational design, and people management solutions across Sonos' Marketing, Go-To-Market, and Infrastructure teams.

Prior to Sonos, John spent eight years as a management consultant, most recently as a Principal with Treacy & Company where he led projects and client relationships across a range of disciplines including innovation and product strategy, portfolio optimization, new business market testing and scaling, and customer intimacy approaches to build comprehensive growth solutions for heavy industrial and materials companies.

Before joining Treacy & Company, John was an Associate Partner with Monitor Group where he delivered strategy projects for Fortune 500 companies with an emphasis in aerospace, defense, and government. John's experience at Monitor Group focused on implementing product improvement strategies, developing alternative operating models, assessing and pursuing international growth and partnership opportunities, leveraging scenario planning approaches, and designing and facilitating workshops.

John brings more than two decades of experience with the US Army including tours in Iraq, Germany and as a Strategy and Policy Analyst on the Army Staff in Washington DC. John is currently a Lieutenant Colonel with the US Army Reserves serving as an instructor with the Command and General Staff Officer Course.

John received his MPA from the Kennedy School of Government at Harvard University, an MS in Engineering Management from the University of Missouri, Rolla, and a BS in Mechanical Engineering from Rose-Hulman Institute of Technology.

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