

Rob Dayton

STRATEGICCULTURE CORP

Principal Consultant

For more than 30 years, Rob Dayton has helped public organizations and individuals be more effective and achieve goals by getting focused on objectives and being honest about challenges.

Trained in urban planning at USC, Rob began his career as a transportation and environmental consultant in Los Angeles. Then, he moved to the City of Santa Barbara where he served as a senior City Public Works official as well as an informal role as "Culture Coach."

Now Rob applies his 30+ years of government experience to help other city organizations align and motivate their people (the greatest asset!) to create work cultures that multiply success.

In addition to **STRATEGICCULTURE**, Rob's experience includes:

- Served as transportation and environmental consultant in Los Angeles
- Served as a senior Public Works official with the City of Santa Barbara
- Current National Director of the Master's Program
- Highly experienced public speaker