STRATEGIC ARTS
& LEADERSHIP CONSULTING

GEOFFREY F. WEISS

FOUNDER & CEO, STRATEGIC ARTS AND LEADERSHIP CONSULTING

Geoffrey Weiss spent 32 years leading at the highest levels of American national security. He built Strategic Arts and Leadership Consulting to bring that same strategic clarity and leadership vision to individuals and organizations of every size — from the corporate boardroom and military command to the classroom and small business.

A retired U.S. Air Force Brigadier General, Geoff spent more than a decade in the Pentagon's most senior leadership assignments, capping his military career as Director of Regional Affairs for the Department of the Air Force, where he led a global team overseeing a $315 billion portfolio of international security cooperation and foreign military sales programs. Earlier, as one of only a handful of officers worldwide certified to advise the President of the United States on the nation's most consequential nuclear decisions, he briefed the Secretary of Defense and the Chairman of the Joint Chiefs of Staff through some of the era's defining crises — from the Russia-Ukraine war to North Korean missile provocations.

Across three commands spanning six years — squadron, group, and wing — Geoff led organizations of up to 4,000 people and $15 billion in assets, building high-performing teams and turning complexity into decisive action during the defeat of ISIS, the COVID-19 response, the Afghanistan withdrawal, and other moments when hesitation wasn't an option.

That leadership was forged in combat as well as in command. Geoff flew 335 hours of combat and combat support missions over Southwest Asia — 190 of them in direct combat — earning the Air Medal, and later received the Legion of Merit and the Defense Superior Service Medal for exceptional strategic leadership at the Pentagon's highest levels.

Geoff is also the best-selling author of The New Art of War: The Origins, Theory, and Future of Conflict (Cambridge University Press, 2021), endorsed by leaders including LTG (Ret.) H.R. McMaster, former U.S. National Security Advisor. He lectures on strategy and conflict at the Australian Defence College and is a frequent keynote speaker and panelist at forums worldwide, from the Air & Space Forces Association Conference to the Sarajevo Security Conference.

Today, Geoff draws on this rare combination of strategic depth, crisis leadership, and organizational transformation to help corporate, government, and non-profit leaders navigate their own high-stakes decisions. He holds four graduate degrees — including a Master of Science in National Security Strategy from the National War College — and a B.S. in Aerospace Engineering, with Distinction, from the University of Virginia.

CREDENTIALS AT A GLANCE

- USAF Brigadier General (Ret.)
- Cambridge University Press Best-Selling Author
- National War College, Distinguished Graduate
- Legion of Merit • Defense Superior Service Medal • Air Medal
- 32 Years of Progressive Executive & Military Leadership

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