

CEO WEEKLY

LEADERSHIP

The Professional Path of Eric J. Bartosz and the Evolving Balance Between Business Leadership and Personal Development



Eric J. Bartosz, Founder of BAR40



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Over the past few years, the lines between professional leadership and self-actualization have gradually disintegrated. In all sectors of business, executives are no longer sized up merely by performance results or profit increases but by how well they construct systems that promote enduring personal and organizational growth. The emergence of leadership theories that combine emotional intelligence, strategic implementation, and well-being reflects an increased awareness that high performance rests on more than business savvy. This movement has produced a generation of executives who connect both sides, business progress and personal change, through workable systems with achievable results. Among these, American author and business executive Eric Bartosz has carved a notable space.

Bartosz's work centers on combining traditional business strategy with self-improvement disciplines that promote focus, accountability, and resilience. He is the Founder and Chief Executive Officer of BAR40 Fractional Solutions, a Pennsylvania-based consulting firm that provides fractional executive services to small and midsize businesses. Founded in 2016, the company's model offers organizations access to executive-level leadership without the cost or long-term commitment of full-time hires. According to the firm's website, fractional leadership can significantly reduce expenses compared to standard vice president-level roles while still delivering impactful strategic outcomes. BAR40 Fractional Solutions reports that its methods have helped generate substantial new business revenue.

Before establishing BAR40 Fractional Solutions, Bartosz built more than two decades of experience in senior positions across sales, marketing, and business development. His focus across these roles was on scaling sales performance, developing market-entry plans, and building long-term client relationships.

In parallel with his business career, Bartosz extended his professional expertise into education. Since April 2021, he has been an adjunct professor in the MBA program at DeSales University in Center Valley, Pennsylvania, where he teaches courses on leadership, strategy, and executive decision-making. He also teaches in the Master of Organizational Leadership program at Muhlenberg College. His academic work emphasizes emotional intelligence, management communication, and strategy implementation, and his classes have consistently ranked among the top courses in the DeSales MBA program according to student evaluations. This academic involvement complements his corporate experience by linking theoretical leadership frameworks with real-world business applications.

Beyond his teaching and consulting work, Bartosz is recognized as the creator and author of the BAR40 personal development framework and book series. The original book, *BAR40: Achieving Personal Excellence*, was published in 2020, accompanied by the *BAR40 Ultimate Year Training Journal*. The program is structured as a fifty-two-week guide focused on building habits across mindset, fitness, diet, and goal-setting. It includes a three-hundred-sixty-five-day journal that allows readers to track progress and identify behavioral patterns over time. The approach is designed to help participants achieve incremental success through consistency and personal accountability. In April 2021, *BAR40: Achieving Personal Excellence* reached Amazon Bestseller status, entering the top five rankings in three health and wellness categories.

The BAR40 methodology has been featured in regional media outlets, including *Montco Today* and *Bucks County Today*, where Bartosz discussed his path from corporate executive to author and coach. His personal development work has also been highlighted on the *Lehigh Valley with Love* podcast, where he described how the same principles that drive business results, clarity, cadence, and measurable improvement can be applied to personal growth. Through his monthly column, *Bar Talk*, published on the Lehigh Valley-based online news platform Saucon Source, Bartosz continues to explore topics such as mindset, accountability, and leadership. The outlet reports an estimated monthly readership of around fifty thousand, giving his work a consistent reach within the Pennsylvania community.

Bartosz's business practice and his personal development philosophy often intersect. In his consulting engagements, BAR40 Fractional Solutions applies similar principles to those found in his book series: defining measurable objectives, implementing clear action plans, and maintaining weekly accountability rhythms. Each engagement typically begins with identifying three to five outcomes that would significantly impact a client's business if achieved. The strategy then unfolds through short cycles of execution and review.

Outside of his direct professional work, Bartosz remains involved in several community and civic organizations in Pennsylvania. He is the President of the Saucon Rail Trail Oversight Commission and an active volunteer with the Upper Saucon Township Parks and Recreation Committee. He is also a member of the board of Big Brothers Big Sisters of the Lehigh Valley and a volunteer firefighter with the Upper Saucon Fire Department. He also organizes community races, such as the Stop, Drop, and Run 5K, in support of local emergency services. His track-level racing and long-term daily-athlete background reflect the performance-centered philosophy that underpins much of his working life.

The combination of corporate management, academic teaching, community service, and personal self-enrichment constitutes the foundation of Bartosz's professional identity. His approach suggests that leadership, coupled with structure and self-control, can extend beyond organizations to the community. The BAR40 methodology and BAR40 Fractional Solutions are two manifestations of the same philosophy: one individual-oriented and the other organizational. Both prioritize sustainable development through accountability and quantifiable results over short-term outcomes.

Fractional executive models over the past decade reflect a broader trend toward changing how small and midsize companies obtain advanced expertise. Eric Bartosz's practice within that realm illustrates how seasoned executives can deliver strategic value in flexible, focused roles. Likewise, sustained interest in systems of structured personal development illustrates the growing popularity of approaches that marry psychology, performance measures, and accessible means of improvement.