



James Anthony “Tony” Gates ’81

Tony Gates, an “Air Force Brat,” graduated from Alamogordo Senior High School (NM) in 1976. He attended the US Military Academy Preparatory School in 1977 and, subsequently, graduated from West Point in 1981. He played Sprint (then 150 LB) Football and competed in the Army Track & Field Team. He also sang in the Cadet Gospel Choir and was a member of the Contemporary Affairs Seminar.

Upon graduation, he was commissioned in the Field Artillery and held a bevy of assignments, highlighted by command of the 2nd US Army Field Artillery Detachment in Pfullendorf, Germany, and assignment to the Surety Division of HQ, Southern European Task Force (SETAF) in Vicenza, Italy as the Technical Assistance Visit Team Chief, then Operations Officer. He also earned a master’s degree in public administration from Troy University. Tony left the Army for the Individual Ready Reserves in 1992.

He went to work for Pfizer, Inc. and, after winning several sales awards, ascended to the positions of Sales Training Manager, then District Manager. While there, he launched several of the best-selling, most prescribed drugs in history, including Lipitor, Viagra, and Zyrtec. From there, he went to Insituform Technologies and, as an Area Director of Business Development, helped bring in the largest bid in the company's history. He then started his consulting practice, Tony Gates Consulting, while also taking a Regional Sales Manager position with Logic PD, a product development company in the technology space, and a key player in the “internet of things.” It was in these roles and responsibilities that he attained and demonstrated experience in corporate management, professional services, complex organizations, information technology, construction management, communications/public relations, and marketing.

While in Omaha with Pfizer, Tony engaged the West Point Society of Nebraska and Western Iowa, becoming an active member of the Board of Directors. Now in Sacramento, he connected with the West Point Society of Northern CA and joined the Board. He was elected President in 2009 and has held that role since.

Tony was elected to the WPAOG Board of Directors in 2022, where he currently chairs the IT Committee, is Vice Chair of the Alumni Services Committee (under which he vice-chairs the Leaders Conference Subcommittee, and chairs the Membership Subcommittee), and is a member of the Finance Committee. He regularly participates in the monthly Society Leaders Roundtables. He aims to increase his engagement with communications and marketing during his second term, while also exploring IT in greater depth. He is active with his Class and is engaged with planning for their 45th Reunion.

Tony is social media savvy and writes a blog on business, sales, social media, and leadership called "That's the Point!" He's also an accomplished speaker.