

# PEOPLE OF ACTION

## Todd Bentley

President, Bentley World Packaging  
(Member since 2008)



*Todd and his wife Sarah with their three children*

Six years old is a rather tender age to start your career, but when it's a family business, the progression is pretty natural one. At least that's the case for Todd Bentley.

Todd has been involved in Bentley World Packaging since he was a boy, working weekends, school breaks and sometimes after school at the family firm. After attending the University of Wisconsin–Madison and working in management consulting with Deloitte & Touche, Todd returned to the family business in 2004. He received an MBA from Marquette University in 2009, and today leads Bentley World Packaging as president and CEO.

Growing up in a family business helped shape Todd's views of leadership and the responsibilities that come with it, including a dedication to doing everything in his power to support, develop and reward the employees that he considers an extension of his family.

"It is an honor to continue to work with and lead employees I have known for basically my entire life," said Todd, who takes the reins as 2021-22 Rotary president in July.

The Bentley World Packaging story is one of adaptation and evolution. Todd's great, great, great grandfather John was just 16 years old when he came to Milwaukee in 1848 from England and started a small construction company. The company barely survived the Great Depression, and then, armed with carpenters, the firm began to build wooden crates to ship aid and supplies to our allies during World War II. That additional business not only allowed the Bentleys to keep the lights on and help with the war effort, but it transitioned the company and its trajectory to the packaging, engineering and logistics firm that it is today.

Outside of work, Todd loves out-of-doors activities including golf, skiing, boating, biking and simply relaxing after a long day. He and his wife, Sarah, two daughters, a son and two German Shorthaired Pointers, live in Mequon. He describes their daily life as "pretty crazy," spread between school activities and a variety of sports as well as the occasional family outing.

Speaking of his family, Todd said continuing the tradition of family involvement in the Bentley business is important to him. Although his children are too young to officially work in the business, they are no strangers its people or

operations, and it is not unusual to find one of the kids in the office with Todd on the weekends or in the evenings before soccer practice.

“I would love to see one of my children involved in the business to continue the family legacy if it is something that they would like to pursue,” Todd said.

Because his dad, Tom Bentley, has been an active Rotarian for 40 years, Todd has long been aware of the club’s charitable and social efforts. He served on the Rotary International Finance Committee at the headquarters in Evanston, Illinois, in 2016 and 2018, which opened his eyes to Rotary’s global reach and impact.

“I’m amazed how many people do not have a clear understanding of all the good Rotary does worldwide. I’m always surprised Rotary gets lumped in with other groups that don’t have the organization’s global and regional footprint,” he said, adding that he’s looking forward to serving as president.

“I want people to know how great this club is, and I am excited about being able to help the Rotary Club of Milwaukee remain strong and impactful.”

That’s what drew him to Rotary.

“I really do think that the people who are members of Rotary are the people you most respect in the community. These are the people who are really committed to something other than just their work. I wanted to be involved in the community-oriented groups that benefit local initiatives and businesses in the city.”

**Editor’s Note:** Rotary People of Action is a bi-monthly series written by a group of Rotarians. This feature was written by Mary Bolich.