



KEITH FERRAZZI, the world's foremost expert on relationship development, is the author of *Who's Got Your Back*, the #1 *New York Times*, *Wall Street Journal*, and Amazon bestseller. As CEO of the consulting, training, and research firm Ferrazzi Greenlight, Ferrazzi counsels the world's top enterprises on how to dramatically accelerate the development of business relationships to drive sales, spark innovation, and create team cohesion. Ferrazzi is a thought leader and advocate for corporate citizenship, rallying executives around initiatives to improve healthcare and education nationwide. Ferrazzi has been published in *The Wall Street Journal*, *Harvard Business Review*, *Inc.*, and *Fast Company*, and has appeared on *The Today Show*, *Good Morning America*, *CNBC*, *Larry King*, and other national TV. His previous book, *Never Eat Alone*, was a national bestseller. He lives in Los Angeles and New York, and can be found online at keithferrazzi.com.