

Keith Ferrazzi Speaking Introduction

NOTE:

Ideally the person introducing Keith ends with a personal anecdote or story about why Keith's message is important to the group.

Keith Ferrazzi, is the author of the #1 *New York Times*, *Wall Street Journal*, and Amazon bestseller *Who's Got Your Back*. He is the world's foremost expert in relationship development. His first book, the national bestseller *Never Eat Alone*, transformed the way we think about professional networking and won him the title of "world's most connected person" from *Forbes* and *Inc*.

As CEO of Ferrazzi Greenlight, a consulting, training, and research firm, Ferrazzi counsels the world's top enterprises on how to dramatically accelerate the development of business relationships to achieve corporate and individual goals.

Earlier in his career, Ferrazzi was chief marketing officer at Deloitte Consulting, driving the company's brand recognition as consultants from the lowest in the industry to a top spot. Next up was a stint as CMO and head of sales at Starwood Hotels and Resorts before founding Ferrazzi Greenlight.

Please welcome...

Mr. Keith Ferrazzi!