



# CAPITOL CITY SPEAKERS BUREAU

*We help you thrill your audience!*



## Keith Ferrazzi

*Travels from:* California

*Fee Range:* \$20,001 - \$40,000

Keith Ferrazzi is the Founder and CEO of Ferrazzi Greenlight. He provides market leaders with strategic consulting and training services to increase company sales and enhance team performance.

Ferrazzi Greenlight strategically leverages the insight of its executive team, whose careers span the highest echelons of corporate America, along with principles from Ferrazzi's bestselling book, *Never Eat Alone*.

*Never Eat Alone* has been recognized as one of the best business books of 2005, 2006 and 2007. His recent book, *Who's Got Your Back*, guides readers to develop an intimate inner circle, a handful of people who they trust completely to hold them accountable to ever higher levels of achievement.

Ferrazzi created The Relationship Masters Academy, an online learning academy for "people skills" that delivers an exclusive program aimed at sales people and business professionals.

Ferrazzi is a frequent contributor to CNN and CNBC. He has authored numerous articles for leading business and consumer publications, including *Forbes*, *Inc.*, *The Wall Street Journal*, the *Harvard Business Review* and *Reader's Digest*.

Ferrazzi was previously Chief Marketing Officer and Head of Sales at Starwood Hotels, where he oversaw marketing activities for global brands including Sheraton, Westin, The Luxury Collection, St. Regis and W Hotels. Ferrazzi also served as Chief Marketing Officer for Deloitte Consulting, a leading global management consulting firm, where he developed and managed the industry's first globally integrated marketing organization.

Ferrazzi's foundation, Big Task Weekend, is an impactful, invitation only event that brings together a diverse group of visionary leaders from top organizations to facilitate partnerships to solve the world's biggest challenges.

### *Most Requested Programs...*

- Relationships for Revenue Growth
- Relationships for Leadership Success and High-Performance Teams
- Who's Got Your Back: Supercharge Your Networking and Move from Membership to Community

