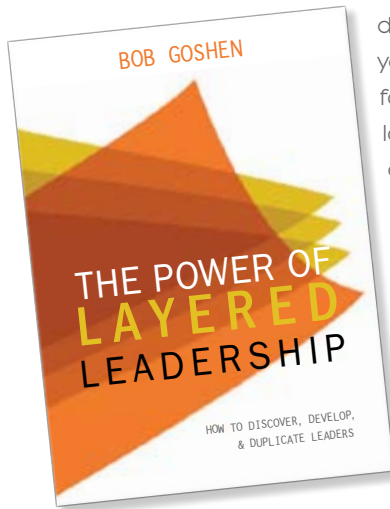


The One Iron-Clad Rule in Corporate America: **LEAD—OR FAIL**

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- **Marketing Expert:** Designed, led, and executed Coca-Cola's #1 strategic initiative of all time, *Partners in Education*, through team training
- **Business Strategist:** Published in more than 100 magazines, and as an international business strategist continually trains leaders around the globe
- **A #1 Keynote Speaker** Has delivered over 3,500 business, leadership and motivational speeches since 1975 to audiences in 35 countries

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American Football Coaches Association
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