

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 New York Times #1 bestselling author of *Who's Got Your Back*. He is the world's foremost expert in relationship development, bringing 20 years of research and experience to the art and science of relationships. His first book, the national bestseller *Never Eat Alone*, transformed networking today and won him the title of "world's most connected person" from *Forbes* and *Inc.* His continuing mission is to help companies and individuals ignite their success through better, deeper relationships.

Ferrazzi is the Founder and Chairman of the Relationship Masters Academy, an online learning platform offering an experiential approach to transform participants' strategic relationship building skills and create unparalleled success for individuals and companies.

Ferrazzi's research initiative, the Institute for Relational and Collaborative Sciences, integrates Ferrazzi Greenlight's vast experiential knowledge with cutting-edge scientific research and academic roundtables to create solutions that are real-world relevant and scientifically supported.

Ferrazzi launched his career as the youngest Chief Marketing Officer in the Fortune 500 at Deloitte Consulting, and was later the CMO at Starwood Hotels.

Please welcome...

Mr. Keith Ferrazzi!