



**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 and his associates are the world's leading experts in the relational and collaborative sciences. Their research has proven the singular predictive importance of relationships to business success (sales, team performance, and individual career advancement). Their applied work with thousands of the most respected organizations has established clear methodologies for accelerating such relationship development.

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 and it has become a must read for virtually all business schools. 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*.

**Keith Ferrazzi** was previously Chief Marketing Officer and Head of Sales at Starwood Hotels, where he oversaw marketing ac...

## Testimonials

“ The gift of Keith's message that he gave to our agents was very powerful and left them on their feet at his ability to create a behavior change within the room and all throughout the conference. I am confident that his presentation will become the new standard for relationship building at all of our conferences and I can't wait to bring him back to our next event!” ”

- [MassMutual](#).

“ Keith spoke to a group comprised of the top talent across Deutsche Bank from VP's and directors to mid level executives, discussing the importance of building relationships to engender personal and professional growth. In a short period of time, he provided these folks with the tool sets needed to cultivate and expand their current network relationships along with strategies enabling them to build new meaningful and personable relationships. Success from a corporate standpoint hinges on the efficacy and ability to communicate both within and across all departments. I think Keith was instrumental in addressing our goals as a corporation and we'd love to have him back in the future.” ”

- [Deutsche Bank](#)

### Keith Ferrazzi

### Speech Topics

- Sales
- Peak Performance
- Networking
- Marketing
- Leadership

