



**Keith McFarland** is author of the run-away success *The Breakthrough Company: How Everyday Companies Become Extraordinary Performers*. Keith is also founder of McFarland Strategy Partners, a strategic advisory company which has assisted major companies such as Morgan Stanley, EGL and Prudential. He also assisted in the growth of companies, including Vans, House of Blues and dozens of others.

He spent five years interviewing more than 1,500 executives and assembling detailed financial information on more than 7,000 companies -- every company that made the Inc. 500 between 1982 and 2004. His study of the top nine performing companies over that 22-year period reveals the secret of breakthrough performance -- companies that transitioned from chasing markets to influencing them.

At age 26, Keith McFarland was named associate dean of the Pepperdine University School of Business and Management, making him one of the youngest business school deans in the nation. He went on serve as CEO of two technology companies; Two-time Inc. 500 winner Collectech Systems, and Nivo International, which operated 2,000 testing centers in 60 countries as the exclusive global provider of certification services for Microsoft Office. Under McFarland's leadership, Collectech developed proprietary technology to optimize customer care and receivables management processes for some of the nation's leading communication companies like AT&T, Verizon, and DirectTV.

Keith is a regular contributor to Businessweek and Inc. magazines.

## Keith McFarland

### Speech Topics

- Personal Growth
- Peak Performance
- Organizational Skills
- Leadership

