



**Jim "Murph" Murphy**, the Founder and CEO of Afterburner, Inc., has a unique and powerful mix of leadership skills in both the military and business worlds. After graduating from the University of Kentucky, Murph joined the U.S. Air Force where he learned to fly the F-15. He has logged over 1,200 hours as an instructor pilot in the F-15 and has accumulated over 3,200 hours of flight time in other high-performance jet aircraft. As the 116th Fighter Wing's Chief of Training for the Georgia Air National Guard, Murph's job was to keep 42 combat-trained Fighter Pilots ready to deploy worldwide within 72 hours. As a flight leader, he has flown missions to Central America, Asia, Central Europe and the Middle East. After years in the military, Murph returned to his love of business. Prior to his service in the U.S. Air Force, Murph had a successful career in imaging equipment sales, where he helped increase his company's sales by 500%. Years later, Murph became Director of Sales for a small paint company. Realizing that the concepts of the Flawless Execution model could be applied to business, he engaged the proven model – "Plan. Brief. Execute. Debrief." – and increased his company's sales from \$5 million to \$52 million. Realizing that many companies could benefit from these same concepts, Murph started Afterburner in early 1996. Through his leadership, Afterburner has landed on Inc. Magazine's "Inc. 500 List" twice. Murph has been regularly featured in such publications as The Wall Street Journal, BusinessWeek, Inc. Magazine, Newsweek, Meetings & Conventions Magazine and has appeared on CNN, Fox News, and Bloomberg news to name a few. He has also been named as one of Atlanta's top 50 entrepreneurs by Catalyst Magazine. To date, the Afterburner...

## Jim Murphy

### Speech Topics

- ▮ Teambuilding
- ▮ Motivation
- ▮ Management
- ▮ Leadership
- ▮ Crisis Management
- ▮ Business Strategy

