



Jeffrey Fox is the founder and President of Fox & Company, Inc., a marketing consulting firm that specializes in various applications of a proprietary value-selling methodology called dollarization. This includes marketing strategy development, innovation enhancement, selling skills training, and branding. Prior to starting Fox & Co., Fox was Corporate Vice President of Loctite Corporation. He was also Director of Marketing for the wine division of The Pillsbury Co., and held various senior level marketing jobs at Heublein, Inc. including Director of New Products. Fox is the winner of several awards in the field of marketing: Sales & Marketing Management magazine's Outstanding Marketer Award, American Marketing Association's Outstanding Marketer in Connecticut, and the National Industrial Distributors Award as the Nation's Best Industrial Marketer. He is the subject of a Harvard Business School case study that is rated one of the top 100 case studies, and is thought to be the most widely taught marketing case in the world.

Jeffrey Fox is a member of the Board of Directors of Saint Francis Hospital, one of the nation's top 100 hospitals. Fox's five hard-hitting books have become international business bestsellers. This includes, *How to Become a Good Boss* and *How to Become CEO* and *How to Become a Rainmaker*, both of which have been New York Times, Business Week and Wall Street Journal bestsellers. In 2003, Fox published *How to Become a Marketing Superstar*, whose entertaining and iconoclastic marketing insights ring true to marketers in all industries. In his most recent book, *The Dollarization Discipline*, Jeffrey Fox shows organizations how to effectively communicate the economic value created by their products and services.

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Testimonials

Most speakers and authors I've seen offer either useless entertainment or clever theories with no application. Fox is real. His books are readable and his ideas are workable. What a refreshing change!

- National Sales Manager, Major Retirement Services Company.

Jeffrey Fox

Speech Topics

- ☐ Vision
- ☐ Sales
- ☐ Marketing
- ☐ Customer Service
- ☐ Customer Relations Mgmt
- ☐ Business Communications

