



Recognized as “One of The Top 25 Most Extraordinary Minds in Sales & Marketing” by The Hospitality Sales & Marketing Association International (HSMAI), Mr. Himelstein has transformed multi-billion-dollar companies into game-changing industry innovators.

During his illustrious career, Bruce Himelstein has been credited with leading some of the travel/hospitality industry’s most prestigious brands into the new era, including Loews Hotels, The Ritz-Carlton, and Oceanla Cruises.

As Corporate Vice President of Sales and Marketing for The Ritz-Carlton Hotel Company, he successfully implemented the renewal and transformation of the trusted luxury brand, with his groundbreaking “Blow The Dust Off The Lion and Crown” campaign.

This campaign effectively reinforced the hotel’s prestigious appeal to longtime clientele while opening up a whole new market by attracting a new generation of guests to the global brand. Mr. Himelstein and this campaign are featured prominently in Joseph Michelli’s New York Times bestseller, The New Gold Standard.

An inductee into the American Marketing Association Hall of Fame, Himelstein also sits on many prominent industry boards, including the Luxury Institute Advisory Board. In addition to a full book of speaking engagements, Mr. Himelstein participates in interviews such as those with the Wharton Business School on XM Sirius radio and as a part of the Forbes’ CMO Series.

Recognized for his ability to identify and implement strategies to maintain relevance in today’s rapidly evolving business world, Bruce Himelstein delivers valuable insight to help marketers, corporate executives, and diverse organizations in any industry build and maintain a successful brand, develop a culture of successful service, and ef...

## Bruce Himelstein

### Speech Topics

- Teambuilding
- Sales
- Marketing
- Leadership
- Innovation
- Disruption



## Testimonials

“We’ve been fortunate to see and hear many iconic speaking figures over the years, from authors, nurses, physicians, entertainers and philanthropists. Bruce Himelstein truly wowed attendees, so much so, that they wanted to speak with him following the event to bring him to their hospital and take a photo together. Bruce has a gift for connecting with the audience, sharing his expertise in a way that attendees can learn to instill the best customer service, including the art of anticipation, within their workforce and the health care industry. Regardless of your role, whether it be clinical, non-clinical, executive leadership, hospital trustee or outside of health care...Bruce’s message is applicable and will resonate for years to come.”

- Missouri Hospital Association.

“EXCELLENT PRESENTATION!!....CAPTIVATING SUBJECT...RIGHT ON TARGET!”

- Attendee - Tennessee Hospital Assn. Annual Meeting.