



**John Krubski** is author of *Cracking The America Code: A Go-Ahead Plan for Getting US Back on Track*.

He is also working on his next book: *Cracking the America Code II: Fresh Ammunition for Marketing, Management, Motivation, and Persuasion in America*; applying the America Code as a competitive advantage in Marketing, Management, Consumer Insights, and Small Business in America... and more.

He is the creator of the index of what Matters Most and the Guardian Life Index of What Matters Most to America's Small Business Owners and continues to serve as research advisor to the Guardian Life Small Business Research Institute.

Jon Lovitz, the Saturday Night Live comic, once said: "Enough about me. Let's talk about you. What do you think of me?"

Krubski believes that most marketing works the same way, focusing less on the customer and more on the way the marketer is reflected in the customer's eyes. He believes that much consumer research is less customer-focused than self-focused. He enjoys a well-earned reputation for bringing the consumer's point of view to the head of the marketing table and has worked with large, multi-national best-practice companies, as well as small, family-owned enterprises.

Krubski is CEO and founder of ITLCInsights, a marketing consultancy that specializes in bringing innovative customer insights to life for companies ranging from the Fortune 100 to the inc. 2000(+).

Krubski's most recent accomplishment has been the creation and development of the index of What Matters Most -- a proprietary customer insight engine that challenges many assumptions about what we need to know to effectively market in the 21st Century and has broken exciting new ground for its clients in ...

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### Speech Topics

- ☐ Strategic Alliance
- ☐ Small Business
- ☐ Sales
- ☐ Motivation
- ☐ Marketing
- ☐ Leadership

