



Boyd C. Matheson is a recognized leader in the fields of strategic communication, branding, corporate culture, leadership excellence, change management and human development. As President of Trillium Strategies he works with global companies like Adobe, ChevronTexaco, Visa and Motorola. Prior to launching Trillium Strategies Boyd was the Director of Corporate Communication at Symantec. He led an unprecedented charge in transforming the company's brand, communication, cult and leadership, working along side Symantec's legendary CEO John Thompson. During his tenure Boyd was instrumental in the acquisition and rapid integration of 12 companies, doubling the number of employees worldwide and propelling Symantec to become the global leader in Internet Security. Boyd is also the past Vice President of the Waitley Institute. Boyd co-created the revolutionary personal coaching program with his partner, the world renowned author of the Psychology of Winning - Dr. Denis Waitley. He also developed a personal coaching program for Zig Ziglar and worked as a consultant for Stephen Covey's Leadership Center. Boyd has delivered keynote speeches, seminars and strategy sessions around the world with stops in England, Ireland, Hong Kong, Malaysia, Singapore, Indonesia, Australia and Japan. Boyd knows how legendary business cultures are created, the power of story, brand building and the need for developing a communication strategy equal to your business strategy. Boyd has a wealth of experience as a coach, executive advisor and business consultant. He is the author of the compelling books *A Champion Lives Within*, *Put Yourself on Paper*, and *'Attitude is Eve'*. He has also produced numerous audios, videos, DVDs and webcasts and is a frequent contributor to...

Boyd Matheson

Speech Topics

- Marketing
- Leadership
- Communications
- Change
- Branding

