



President of 1-800-FLOWERS, Jim McCann transformed a struggling \$500,000 company into a \$300 million international leader. McCann has what he calls a contact economy style of management based on his understanding of human behavior learned as a social worker, rather than the focus on business behavior taught in most business schools. It also requires an eclectic approach to business, rather than the rigid adherence to any one school of thought.

The world's largest florist, 1-800-FLOWERS operates through three access channels (the 1-800 number, a growing chain of retail outlets, and the pioneering Web site), and McCann has proven himself a visionary with all three. An excellent speech giver on Business, Management, and Entrepreneurship, Jim was voted Toastmaster International's Outstanding Business Speaker for 1997.

Jim McCann

Speech Topics

- Technology
- Management
- Customer Service