JEFFREY HAYZLETT

Primetime TV & Podcast Host, Keynote Speaker, Best-Selling Author and Global Business Celebrity

Jeffrey Hayzlett is a global business celebrity; primetime television and podcast show host; best-selling author; sought-after keynote speaker; and sometime cowboy. From small businesses to international corporations, he puts his creativity and extraordinary entrepreneurial skills into play, launching ventures blending his leadership perspectives, insights into professional development, mass marketing prowess, and affinity for social media.

As a leading business expert, Hayzlett is frequently cited in Forbes, SUCCESS, Mashable, Marketing Week and Chief Executive, among many others. He shares his executive insight and commentary on television networks like Bloomberg, MSNBC, Fox Business, and C-Suite TV. Hayzlett is a former Bloomberg contributing editor and primetime host, and has appeared as a guest celebrity judge on NBC's *Celebrity Apprentice with Donald Trump* for three seasons. He is executive producer of a number of global television projects and is a frequent contributor to the American Marketing Association's *AMA TV* and *Marketing News* publication. With a strong following in business and social media communities, he's recognized as one of the top c-suite Twitter user and a key influencer in the social media landscape.

Hayzlett hosts *C-Suite with Jeffrey Hayzlett* and *Executive Perspectives* on C-Suite TV. On *C-Suite with Jeffrey Hayzlett*, he takes viewers inside the c-suite of some of the world's biggest companies, including Domino's, Dunkin' Donuts, Cadillac, and more. Hayzlett asks the tough questions to get to the bottom of business, and discovers what makes c-level executives tick. On *Executive Perspectives*, Hayzlett interviews business executives, thought leaders, and innovators live on stage, with interviews being recorded in front of live audiences. He brings viewers a front row seat to some of the most interesting and innovating game changers in business today.

Hayzlett is also the host of the award winning business podcast *All Business with Jeffrey Hayzlett*, which airs on CBS's on-demand radio network Play.It and C-Suite Radio. The show is a collection of great conversations around the most compelling topics in business today, brought to life with the guests' personal narratives--challenges faced, setbacks overcome, innovations pioneered, objectives met and lessons learned. He interviews business celebrities like Gene Simmons, Barbara Corcoran, Daymond John, Kevin Jonas and more.

Hayzlett is the author of three business bestsellers, *Think Big, Act Bigger: The Rewards of Being Relentless*, *Running the Gauntlet: Essential Business Lessons to Lead, Drive Change and Grow Profits*, and *The Mirror Test: Is Your Business Really Breathing*.

Hayzlett had been inducted into four professional Hall of Fames that honor professional achievements including the Speaking Hall of Fame and the Business Marketing Hall of Fame.

Hayzlett has years of international marketing, sales, and customer relations management experience. In 2010, he stepped down from his role of Chief Marketing Officer at Eastman Kodak Company after four years with the company where he was responsible for Brand Development and Management, Market Development, Corporate and Product Public Relations, Communications and Public Affairs, Corporate Sponsorships, Business Development, Corporate Relationships and Partnerships, and Marketing.

Prior to joining Kodak, he led a private business development and public relations firm specializing in the technology and visual communications industries. He also held senior management positions in strategic business development and marketing at several companies, including Cenveo, Webprint, and Colorbus, Inc as well as serving in staff positions in the United States Senate and House of Representatives.

Throughout his career, Hayzlett has received numerous global marketing and business awards and served on prestigious organizations, including:

- 2015 National Speakers Association Hall of Fame
- 2015 StatSocial Top 100 Social Media Power Influencers
- 2014 Forbes Top 40 Social Selling Marketing Masters
- 2011 SMEI Sales and Marketing Hall of Fame
- 2011 SMEI Academy of Achievement's 'Ambassador of Free Enterprise' Award
- 2009 Business to Business Magazine Top 10 Business to Business Marketer of the Year
- 2009 Inductee, BMA Hall of Fame
- 2009 Business Marketer Association G.D. Crain Jr. Award for Marketing Excellence
- 2009 Xplor Chairman's Award

- 2008 Chair, Direct Marketing Magazine Caples Awards
- 2008 Earl I. Sundeen Award, IGAEA
- 2008 B2B Magazine B2B Marketer of the Year
- 2008 "Direct Marketer of the Year" & Direct Marketers Hall of Fame by The University of Akron Taylor Institute for Direct Marketing
- 2007 B2B Magazine Top 10 B2B Marketer of the Year
- 2007 Frost & Sullivan Sales & Marketing Lifetime Achievement Award
- 2006 Honorary Life Member, Pi Sigma Epsilon
- 2006 International Friend of Business, International Printer Network
- 2005 Honorary Life Member, British Association for Print and Communication
- Chair, SMEI (two terms)
- 1995 Industry Award of Distinction, National Association of Quick Printing
- Former Board Member: NAQP, IAMC, EDSF, Contract Packagers Association
- Entrepreneur of the Year, US Small Business Association

Hayzlett sits on the following boards:

Associations:

- Board of Governors, We Are Family Foundation
- Trustee, Pi Sigma Epsilon National Education Foundation
- Permanent Trustee, SMEI Academy of Achievement Hall of Fame (former Chairman)

Corporations:

- Board, Wild America
- Board, LiveWorld (LVWD)
- Board, mindHIVE
- Board, Vdopia
- Board, RMG Networks (RMGN)
- Board, Tagga
- Board, Chatalog
- Board, WayFounder
- Board, Chairman, itracks
- Board, CultureSphere
- Board, Socialize Your Stuff
- Board, WAFF
- Board, Product Peel
- Board, Instream Adtech
- Advisory Board, DocuSign

Currently, Hayzlett serves as Co-Founder and Chairman of C-Suite Network, the most trusted network of c-suite leaders. He also leads The Hayzlett Group and is Chairman of TallGrass Public Relations, offering strategic business, marketing, and PR consulting, leading change for high growth businesses globally. Drawing upon an eclectic background in business, buoyed by a stellar track record of keynote speaking, and deeply rooted in cowboy lore, he energizes his role driving and delivering change. He is a turnaround architect of the highest order, a maverick marketer who delivers scalable campaigns, embraces traditional modes of customer engagement, and possesses a remarkable cachet of mentorship, corporate governance and brand building. Even when away from his home state of South Dakota, Hayzlett can always be found in his trademark cowboy boots. Learn more at http://www.hayzlett.com.