



# Jeffrey Hayzlett

Global Business Celebrity

Bestselling Author

Sometime Cowboy

**JEFFREY HAYZLETT** is a global business celebrity and former Fortune 100 c-suite executive. From small business to international corporations, he has put 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. He is a well-traveled public speaker, the author of the bestselling books, *The Mirror Test* and *Running the Gauntlet*, celebrity editor to one of the largest-circulation business publications and one of the most compelling figures in global business.

Jeffrey is an esteemed business and marketing expert, appearing frequently on programs like Fox Business News, MSNBC's *Your Business* and NBC's *Celebrity Apprentice with Donald Trump*. Drawing upon an eclectic background in business, buoyed by a stellar track record of keynote speaking, and deeply rooted in cowboy lore, Jeffrey 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.

A man in a dark pinstriped suit and white shirt is speaking at a podium. He is gesturing with his hands as he speaks. The background is a blurred stage setting with circular lights.

## SPEECH TOPICS

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**JEFFREY HAYZLETT** has a proven track record in delivering growth; value creation and achieving company financial goals in startups to publically traded multibillion-dollar companies. Hayzlett is as widely recognized in corporate boardrooms for leading marketing success as he is for social media marketing, being in the top ten C-suite executive social media users in the world. Jeffrey Hayzlett is a trusted advisor in the digital marketing and business communities, covering industry-specific news, trending topics, technologies, and their impacts to brands and advertisers.

### **Jeffrey Hayzlett's Expert Topics:**

- Driving Change & Business Growth
- Social Media Sells
- Breathing new Life into Your Business
- Brand Building and Balancing
- B2B B2C PR and Marketing

From his experience as a Fortune 100 Chief Marketing Officer, to owning and operating his own companies, Jeffrey Hayzlett understands that sometimes you need an external person to offer new perspectives to drive key initiatives. Sometimes it takes an outside voice to be the catalyst for change.

Jeffrey will motivate your sales and marketing teams, share business insights with your customers and highlight new marketing, tech and social trends that will benefit your whole organization. Jeffrey leaves audiences on their feet, motivated to drive change and grow professionally.



## RUNNING THE GAUNTLET

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*"I've seen a lot of sharks, and Hayzlett's advice come like a hammerhead. He can smell blood from a mile away. So when Hayzlett jumps into big waters, some sharks have to jump out."* --Damon John, founder and CEO of FUBU, Star of ABC's Shark Tank

*Running the Gauntlet* is a rough-and-tumble guide for running and driving change through the business gauntlet. Hayzlett addresses what every business leader must face: Getting Ready, Getting Going, and Creating and Sustaining Momentum. Hayzlett shows business leaders and owners how to develop the necessary mental, emotional, and physical toughness they must have for smart, strategic, and lasting change. Hayzlett forces leaders to really get up in their own businesses – to take them over from the inside and drive change – gaining customers and profits in the process. Audience members will be able to efficiently assess what kind of change their business needs and then summon the vision, courage, and passion to enact it.

### **Inspirational Takeaways:**

- Develop a “takeover mentality” to execute the right changes and deal with any disruptions they may cause
- Summon the vision and courage necessary for driving change and sustaining your company’s newfound momentum
- Sharpen the mental and emotional toughness to make strategic, lasting change

## THE MIRROR TEST

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*"Hayzlett is a born leader and understands what it takes to adapt and survive in the ever-changing business climate we live in. THE MIRROR TEST is a testament to what it takes to be a survivor, and thrive." --Mark Burnett, Emmy Award-Winning TV producer of Survivor, The Apprentice, and other popular reality TV series.*

*"An inspiration [from] the king of common sense in business." --Inc.*

When was the last time you took the mirror test to make sure your company was still alive and breathing? Jeffrey Hayzlett projects his big, boisterous personality when he gets down to business and in your face to ask the questions that most business leaders are afraid to ask. And as Jeffrey points out, if you aren't willing to look at what's working and what isn't - and then take the necessary steps to fix them - you and your colleagues and employees are in for a tough ride. Hayzlett will show you all the marketing, management, sales, and customer service techniques you need to not only to survive, but to soar ahead of your competition in today's changing business climate.

### **Inspirational Takeaways:**

- Get the critical questions you must ask about your business
- Why "Scale is the new business black"
- "The Power of One"- and how it applies to your company
- The Four social media Es- and how they can energize your business



## TESTIMONIALS

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### Hear what others are saying about Jeffrey Hayzlett

*"The first time we hired Jeff to deliver a keynote at our Sales 2.0 conferences the audience ratings went off the charts. Jeff delivers high impact ideas with high energy and he shares real life stories drawn from his rich business experience. He is a rock-star when it comes to subjects such as marketing, change management, Sales 2.0, Social Media, innovation, leadership, motivation, human psychology and belly-to-belly selling. What's best about him is that he keeps on innovating and he never delivers the same material twice. Every time he speaks for us he fills the room, he holds his audience spellbound and you don't see anyone checking their iPhone or Blackberry. Jeff, I applaud you."*

**Gerhard Gschwandtner, Founder/CEO Selling Power Magazine**

*"Jeff Hayzlett is the real deal. He is a world-class motivational speaker and a sales, marketing, and social media genius. He is hard hitting and funny. His message is relevant and inspired our franchisees to take action. I have hired Jeff many times to speak to our groups and will again."*

**Rich Lowe, President and Chief Operating Officer of Franchise Services Inc**

*"Jeff was the keynote at the PostNet 2011 annual conference and he DELIVERED! In addition to getting rave reviews from our franchisees Jeff presented useful, current information and best practices in an entertaining style. We wouldn't hesitate to recommend Jeff to any franchise organization that is embracing change and wants to motivate franchisees to do the same."*

**Brian Spindel Co-founder PostNet**



## MEDIA GALLERY

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### Watch Jeffrey in the national media

- Fox Business News, *Cavuto* | Keeping Your Promises | March 26, 2012
- Bloomberg | Ad Wars | April 16, 2012
- Fox Business News, *Cavuto* | Jeremy Lin Success | February 17, 2012

### Read Jeffrey's articles in national publications

- American Marketing Association's *Marketing News* | Cover article | Jan 2012
- *Tweeting & Business* magazine | Cover article | Jan 2012
- *Selling Power* magazine | Cover article | Jan/Feb 2012

### Hear Jeffrey's national radio interviews and webinar podcasts

- American Marketing Association | Running the Gauntlet | <date>
- International Institute of Reserach (IIR) | Brands That Get It | February 2012
- The Wall Street Shuffle | Business & Marketing | May 30, 2012

### See Jeffrey in action

- Jeffrey Hayzlett photos

### Engage with Jeffrey in social media

- Facebook
- Twitter
- YouTube
- Google+

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