

JEFFREY HAYZLETT

Host of "C-Suite with Jeffrey Hayzlett"

Jeffrey Hayzlett is a global business celebrity and primetime television show host on Bloomberg Television. 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.

Jeffrey is a leading business expert, 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, and Fox Business. Jeffrey 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 10 c-suite Twitterers and a key influencer in the social media landscape.

Jeffrey is the author of two business bestsellers, *Running the Gauntlet: Essential Business Lessons to Lead, Drive Change and Grow Profits* and *The Mirror Test: Is Your Business Really Breathing*. *The Mirror Test* received acclaim on numerous bestseller lists including *Inc's 800CEORead*, *The Wall Street Journal* and *USA Today*. From the world of academia at leading business schools to corporate training and c-level circles, *The Mirror Test's* thought-provoking lessons are told with bold simplicity, readability, and humor. Christie Hefner, former CEO of Playboy Enterprises, says *The Mirror Test*, "...provide(s) fresh insights and actionable advice in an engaging style."

Jeffrey's second bestseller, *Running the Gauntlet*, released in January 2012 and answers the question: How do I change my business in a way that instills enthusiasm and increases profits? Providing the inspiration and tools for spearheading dramatic change, Jeffrey helps readers tackle their biggest obstacles to making changes necessary for business success: fear, apathy, and failure to take personal responsibility. In his trademark fast-paced, brash, humorous style, he provides a realistic approach to competing effectively in an increasingly competitive business environment.

Not only engaging through his writing, Jeffrey's presence and insight is in demand; he frequently appears at events globally, addressing business growth, communications, and marketing, and is in demand around the world for conferences, events, and corporate planning meetings.

Jeffrey has years of international marketing, sales, and customer relations management experience. In 2010, Jeffrey 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., and served in staff positions in the United States Senate and House of Representatives.

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

- 2011 SMEI Sales and Marketing Hall of Fame
- 2011 SMEI Academy of Achievement's 'Ambassador of Free Enterprise' Award
- 2009 B2B Magazine Top 10 B2B Marketer of the Year
- 2009 Inductee, BMA Hall of Fame
- 2009 BMA 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, IPN
- 2005 Honorary Life Member, BAPC
- Chair, SMEI (two terms)
- 1995 Industry Award of Distinction, NAQP
- Former Board Member: NAQP, IAMC, EDSF, Contract Packagers Association
- Entrepreneur of the Year, US SBA

Jeffrey sits on the following boards:

Associations:

- Board of Governors, We Are Family Foundation
- Co-Chair, CMO Executive Summit, India
- Trustee, Pi Sigma Epsilon National Education Foundation
- Advisory Board, Digital Marketing Group
- Advisory Board, Packaging Design Magazine
- Permanent Trustee, SMEI Academy of Achievement Hall of Fame (former Chairman)
- Board, (former Chairman), Business Marketing Association (BMA)

Corporations:

- Board, Vdopia
- Board, RMG Networks
- Board, Tagga
- Board, Chatalog
- Board, Likeable
- Board, Vaud Fund
- Board, WayFounder
- Board, Chairman, itracks
- Board, SlimSurveys
- Board, Covario
- Chairman, Printing Industries Centres Insurance, UK

Currently, Jeffrey leads The Hayzlett Group and 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, 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. Even when away from his home state of South Dakota, Jeffrey can always be found in his trademark cowboy boots. Learn more at <http://www.hayzlett.com>.