

JEFFREY HAYZLETT

Host of “C-Suite with Jeffrey Hayzlett”

Jeffrey Hayzlett has been called a lot of things; most of them good. From Global Business Celebrity to Maverick Marketer, his bold, brash style makes a big first impression.

He’s a cowboy – literally. Jeffrey hails from South Dakota, and even far from his ranch, you’ll still find him in his signature cowboy boots. But hang on—because all that cowboy bravado is not without a point. Jeffrey is a business and marketing expert who saddles up to drive top companies on the path to change and growth. He asks the tough questions and gets up in their business: from people to process, marketing to social media, public relations to mobile marketing—Jeffrey knows what it takes to drive success.

Jeffrey is the host of *C-Suite with Jeffrey Hayzlett* on Bloomberg Television, giving audiences access to the c-suite like never before. He is also a frequent television business commentator, telling it like it is on networks such as Bloomberg, MSNBC, and Fox Business. You might even recognize him from his numerous appearances as a judge on NBC’s *Celebrity Apprentice with Donald Trump*.

Jeffrey authored the bestselling books “The Mirror Test”, and “Running the Gauntlet” and speaks to audiences just like ours every day.

Jeffrey is a social marketing evangelist. He Tweets regularly; in fact, he’s one of the top C-level Twitterers in the world and Executive Editor of the largest circulation business magazine, *Tweeting & Business*.

Jeffrey will tell us the most dangerous move in business is the failure to make a move at all. The history of business is filled with companies that are no more because their leaders refused to enact change when the writing was on the wall. Fear. Apathy. Lack of personal responsibility.

The writing on the wall has never been clearer than it is now—and marketing phenomenon Jeffrey Hayzlett is on a mission to make you see it, understand it, and heed it. Today’s business environment is so competitive and volatile; you can’t afford to be satisfied with business as usual. You must make changes now to compete into the future.

Ladies and gentlemen, to coin one of Jeffrey’s favorite terms, please give a big BOOYAH to Jeffrey Hayzlett!