



Empowering and Motivating You to Succeed!

Jeffrey Hayzlett's Profile

Travels from NY and SD, USA



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. And he served in staff positions in the United States Senate and House of Representatives.

Specialties: Change Management, Leadership

KEYNOTE TOPIC:

RUNNING THE GAUNTLET

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

Please call for fees

Testimonial:

"Jeffrey 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 Jeffrey many times to speak to our groups and will again."

Rich Lowe, President & Chief Operating Officer
Franchise Services Inc.

For Further Information or to Book

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