



**Dan Shaffer** is not your average speaker. As an investment advisor, business owner and regular guest contributor to the Fox Business Network, Dan brings his opinions and experiences to life on growth productivity. With his strong communication skills, dynamic interaction, and entertaining approach, he shares his riveting sales methods and techniques on how to build and grow organizations through personal development and the power of positive thinking.

Dan is the author of "Profiting in Economic Storms: A Historic Guide to Surviving Depression, Deflation, Hyperinflation, and Market Bubbles" published by John Wiley & Sons, Inc.

As an investment advisor and innovator veteran for more than 30 years, Dan began his career on the floor of the New York Futures Exchange, as a self-employed 21 year old trader. After working with Bear Stearns & Company, Coopers & Lybrand, Hambrecht & Quist and Northwestern Mutual/Robert W. Baird & Company, he founded his firm, Shaffer Asset Management. He has been recognized by the financial community as a creative, mathematical and systematic researcher for analyzing markets and the psychological behavior behind them.

During his time with Northwestern Mutual/Robert W. Baird & Company, Dan was the recipient of multiple sales awards and trained numerous salespeople. Using a systematic approach in building his own clientele, he communicates how to quantify a road to success by following his "sales methodology". With thought-provoking ideas and a dynamic delivery style, Dan shares his personal challenges on how his systematic approach cleared the path for his peak potential.

Dan encourages others to follow their dreams regardless of obstacles that may seem to get in the way. Dan is the father of 3 ...

## Dan Shaffer

### Speech Topics

- ▢ Personal Growth
- ▢ Peak Performance
- ▢ Finance
- ▢ Economics
- ▢ Business Communications



## Testimonials

▢ "On behalf of the Futures Industry Association, I would like to thank you for speaking at this year's Futures and Options Expo in Chicago. We greatly appreciate the time you devoted to prepare and present at our conference. The response to your session was very positive." ▢

- Senior Vice President-Communications, Futures Industry Association, Inc..

▢ "I send you my heartfelt appreciation for your participation in Baruch College's May 1st conference, Technology and Regulation; How are They Driving our Markets? The feedback we received has been very positive. Thanks so much for the important part that you played in making the day a success. It was a pleasure having you with us." ▢

- Marvin M. Speiser Professor of Finance, Zicklin School of Business, Baruch College.