



It's an impersonal world, where so many products and services are seen as easily-replaced, indistinct commodities. Whether you stand out or get lost in the crowd is a choice. A mindset. **Ken Schmidt** faced those same challenges himself and gained acclaim for his role in the extraordinary turnaround of the legendary Harley-Davidson Motor Company. That transformation was based on a change in mindset and a focus on answering three key strategic questions. While times have changed, what humans want and need from the businesses they buy from and work for hasn't. In his high-energy speeches, Ken inspires companies and individuals to shift their thinking and ride a path to success by becoming memorable - not for what they do or what they make, but for how they connect with people. Ken is author of *Make Some Noise: The Unconventional Road to Dominance*. He's also host of the *Tailgating with Geniuses* podcast and co-founder of Torque Sessions Leadership Training. In all of his endeavors, Ken brings an unconventional perspective that helps organizations and individuals reframe how they engage with their marketplace.

Ken Schmidt's career in the motorcycle industry began in 1985 as a specialist in corporate positioning and media relations for the then-struggling Harley-Davidson. He was tasked with helping the company restore its image, improve its competitiveness, and create demand for its motorcycles. Within a few short years, sales of Harley-Davidson motorcycles skyrocketed, and the company returned to prominence as one of the most respected, profitable, and frequently reported-on companies in the world.

In 1990, Ken became director of Harley-Davidson's corporate and financial communications, serving as its primary spokesperson to the media and the...

Testimonials

“Ken Schmidt was wonderful. We have heard so many positive comments from our attendees. I thoroughly enjoyed his insight and common sense approach to business. It really resonated when he mentioned that consumers are loyal to the people behind the business. His humanistic, common sense approach to business relates to all types of businesses.”

- Managing Director, CIBC Bank.

“We very much appreciated the opportunity to include Ken as a key part in our rebrand. We were highly satisfied with how he was able to make everything tie together!”

- MassMutual.

Ken Schmidt

Speech Topics

- ▢ Sales
- ▢ Leadership
- ▢ Customer Experience
- ▢ Corporate Culture
- ▢ Communications
- ▢ Business Speakers

