



Thirty years as a successful corporate executive and entrepreneur have given John Hersey a unique perspective on human behavior, leadership, motivation and change.

This foundation allows him to offer speaking, coaching and consulting programs that are rich with content and packed with actionable fresh insights. He knows about leadership because that is exactly what he has done throughout his career-lead organizations and teams.

At the age of 28 John was Vice President of Marketing for a \$1 Billion Bank. By 34 he was Senior Vice President for one of the top advertising agencies in the country. He managed major advertising brands in the footwear, retail, consumer product, insurance and financial service sectors with collective media budgets in excess of \$30 Million.

John led the team that helped Stanley Tools become an international household name and the brand of choice for millions worldwide.

He co-founded The Hersey Custom Shoe Company, included in "The Best of The Best" and rated by Runner's World Magazine as the best new shoe for 1982 and 1983.

He founded BBH International, a distribution company with operations in the U.S. and 10 foreign countries.

He was Director of Worldwide Marketing for a Nutrition Company operating in 6 countries.

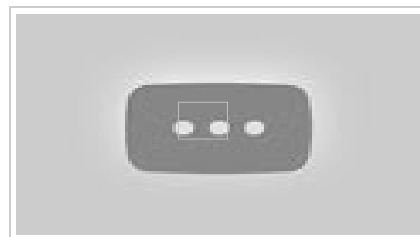
He spearheaded the creation of Buyers Online, a publicly traded telecommunications company.

John is a Certified Professional Behavioral Analyst. He brings his expertise regarding the impact of behavior on communication, sales and leadership to every program and event.

John Hersey

Speech Topics

- Teambuilding
- Sales
- Leadership
- Creativity
- Communication Skills



Testimonials

"What can I say except you blew us away! Your integration of personal experiences and conversational style was the buzz of the conference, and did as I had hoped; set a positive enthusiastic tone to the event. It was truly unforgettable!"

- Commercial Flooring Network.

"When it comes to leadership, John Hersey knows what works, what doesn't and why."

- Nido Qubein.