



Bill Schley is author of *Why Johnny Can't Brand: Rediscovering the lost art of the big idea* (Penguin/Portfolio), a book based on his "Dominant Selling Idea" philosophy and personal brand-building experience. It won the "Top 5 Marketing Book of 2006", award from Booz Allen Hamilton's *Strategy + Business* magazine, and has been used in the curriculums at respected MBA programs around the US . He is also a marketing creative executive and successful entrepreneur, having built brands at nearly every business stage from global giants to promising start-ups several of which were his own companies.

Schley is currently President of david ID, a strategic branding firm he co-founded in 2003. Before that, he was a founder and chief brand strategist at two businesses that went from a standing start to become #1 industry brands in their categories. *Home Financial Network* began with 5 employees. In three years it had a staff of over 50 and was sold to Sybase, a New York Stock Exchange company. The merger was re-named *Financial Fusion* and in just eighteen months, went from #4 to #1-- the top brand in its new category as reported by *Celent*, a major industry research group.

Schley began as a writer at Ted Bates, the legendary New York Advertising Agency where he won the national *Effie* Award for sales-effective advertising. He later took time out to write a movie screenplay for 20th Century Fox. His first book, *Power-of-10*, was a nationally acclaimed best seller published by HarperCollins in 2001. Schley has appeared on CN...

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Speech Topics

- Management
- Creativity
- Communication Skills
- Branding

