

Keith Ferrazzi

Unlocking Innovation and Agility



Keith started his career as the youngest Chief Marketing Officer at Deloitte Consulting and then went on to become CMO of Starwood Hotels and Resorts, before founding and selling two companies, solidifying his status as a successful entrepreneur. Keith now works with high-impact teams within Fortune 100 companies all over the world transforming and cultivating behavioral change, positively affecting business operations.

As the Chairman and Founder of Ferrazzi Greenlight, Keith has cultivated a business approach that he calls leading without authority. It is the process of shifting behavioral attitudes to those that are in service to each other in order to effect impactful and positive organizational change.

This new movement holds the secret to a larger transformational ecosystem in the business world. It has the power to touch individuals — from shareholders to new hires — and help lead organizations to success in a way that has never been paved for them prior.

As the author of the NY Times #1 bestseller *Who's Got Your Back* and *Never Eat Alone*, a regular contributor to publications such as *Harvard Business Review*, *Fortune Magazine*, *The Wall Street Journal*, a much sought-after expert guest of television, podcasts and radio, Keith has established himself as the premier thought leader for unlocking powerful networks for productivity and growth— both professional and personal.

