

# Scott Deming



## Introduction

Our guest speaker today is Scott Deming. Scott is an international keynote speaker, business trainer, author, and a leading authority on the topics of teamwork; successful sales techniques; brand building and creating the ultimate customer experience. He has been interviewed for his unique approach to brand building on national television and radio, and has been published in national print publications such as Newsweek, Sales and Service Excellence, INC., Entrepreneur Magazine and now his new best selling book "The Brand Who Cried Wolf".

Scott's marketing company RCI has won numerous awards for his programs and processes for both clients and employees, including The Business Journal's "Most Inspiring Business of the Year."

Scott has presented for thousands of people and hundreds of companies from all over the world, including such notable corporations as 3M, AT&T, Royal Caribbean; General Motors and many more. In addition to his Fortune 500 client list, Scott has also performed for political dignitaries, including U.S. Senators and on two separate occasions for President Bill Clinton and Hillary Rodham Clinton.

Ladies and gentlemen, please join me in welcoming Scott Deming.