



Barry Asmus, Ph.D.

Dr. Barry Asmus has been named by *USA Today* as one of the five most requested speakers in the United States. As a Senior Economist for the prestigious National Center for Policy Analysis, Dr. Asmus does more than just speak on policies; he is actively involved with their implementation. With over twenty-five years experience on the speaking platform, Dr. Asmus presents a powerful picture of America's future, both here and abroad.

Whether addressing thirty world bankers at the home of Harvard's President, 3000 farmers in Des Moines, or 7000 members of the Million Dollar Round Table at Radio City Music Hall, Dr. Asmus presents his commentary laced with humor, enthusiasm and solid business practices. Based on durable free market economic principles, his presentations analyze the current issues of the digital economy to help decision-makers formulate informed and effective choices in a global, e-commerce world.

He has testified before the House Ways and Means Committee regarding our income tax system; was a featured speaker in a privatizing Social Security conference for Western European leaders; and has addressed the faculty for the Young Presidents Organization in Cape Town, South Africa. His appearance at the Forbes Chateau de Balleroy in France with former Czech Prime Minister Vaclav Klaus, members of British Parliament, and other Western European leaders focused on the importance of public policy decision in Europe and how they might integrate with the global economy.

Dr. Asmus is the author of nine books. His latest is titled *Bulls Don't Blush, Bears Don't Die*, it provides an insightful summary of today's economy, the problems facing it and proposed solutions to these problems. Another book of note, *Crossroads: The Great American Experiment*, was nominated for an H.L. Menken award and has been used in hundreds of University classrooms for international trade and comparative economies. As a Professor of Economics, he was twice voted University Professor of the Year and was honored with the Freedom Foundation Award at Valley Forge for Private Enterprise Education.

A major highlight of Dr. Asmus' career was the invitation he received to deliver his "Tribute to America" speech at the re-dedication of the Statute of Liberty by former chairman of the Board for Chrysler, Lee Iacocca.

His client list reads like a who's who in corporate America. He has presented to American Express, Microsoft, ATT, Wells Fargo Bank, McDonald's, State Farm Insurance, Coca Cola, Fidelity Investments, AIG, Cardinal Health and hundreds of Associations. Barry's ability to reach a diverse audience is one of his strongest attributes.



Dr. Asmus states, "I try never to forget that the speech I am about to give prospers in direct proportion to the way my audience responds. Will they enjoy it? Will they laugh? Will they learn? Will they feel it? Is there something special about this presentation? Will they act upon it? Will it really make a difference? Exceptionalism is not a one-shot event. It is a process which starts with knowing your audience and then delivering with a complete commitment to the immediacy of the moment."