



Jackie Freiberg, Ph.D.

Dr. Jackie Freiberg and her husband, Kevin, have authored a third book, *BOOM! 7 Choices for Blowing the Doors Off Business-As-Usual!* (September 2007). After 20 years of exposing the unconventional success strategies of businesses that are booming, the Freibergs have distilled this collective wisdom into seven essential choices for building cultures of commitment and accountability. *BOOM!* follows the Freibergs' hugely successful, award-winning, bestseller *NUTS! Southwest Airlines' Crazy Recipe for Business and Personal Success* and its sequel, *GUTS! Companies that Blow the Doors Off Business-as-Usual*.

Jackie is recognized as one of the *Top 50 Thought Leaders* in leadership by Leadership Excellence Magazine, and is one of the most sought-after female business speakers in the nation. Jackie is continually recognized for her insight, passion and ability to equip leaders at all levels with innovative ideas that help TURN UP the volume on engagement, accountability, customer loyalty and performance.

A connoisseur of great corporate cultures—places where people WANT to work, CHOOSE to stay, and are willing to do whatever-it-takes! Jackie is on a mission to cure the Dead People Working™ syndrome, an epidemic sweeping through so many companies today. Her goal is to create a movement of men and women who choose to defy mediocrity and take charge of their success at work.

Jackie's messages are designed around REAL stories about GREAT companies, GUTSY leaders, and FULLY ENGAGED people. Her stories are inspirational, practical and loaded with business best practices from many of the most admired companies in the world. When not speaking, Jackie spends time inside these highly successful companies learning directly from their leaders, employees, and clients about what it takes to blow the doors off business-as-usual!

Jackie is a public speaking coach to the United States Marine Corps Recruiting Office. Over the last fifteen years she has trained more than 1500 Marine Recruiters a year on the Fundamentals of Delivering a Winning Presentation. Semper Fi! Jackie proudly served as a member of Southwest Airline's Culture Committee. She was one of only two non-employee members invited to serve on this highly influential leadership committee.



Jackie served as an executive consultant for the Center For Creative Leadership, providing feedback to executives participating in the five-day Leadership Development Program. Jackie was the Manager of Corporate and Professional Programs at the University of San Diego's Executive Conference Center before joining Freibergs.com in 1993. During her tenure at USD, Jackie co-founded the Family Business Institute, founded the Certificate in International Business Program and was the Director of the Institute for Quality & Productivity.

Jackie has taught public speaking and communications courses as an adjunct professor. She received her bachelor's degree in Communication from the University of New Hampshire, masters degree in speech communication from San Diego State University and she earned a doctorate in Leadership at the University of San Diego.