



Kevin Freiberg, Ph.D.

Dr. Kevin is the author of a new book called, *BOOM! 7 Choices for Blowing the Doors Off Business-as-Usual!* *BOOM!* is about the choices leaders and their people must make to create a culture of commitment and accountability—a culture where a critical mass of people who take charge of their lives at work create the freedom to achieve extraordinary business results. *BOOM!* follows the Freibergs' international best-seller, *NUTS! Southwest Airlines' Crazy Recipe for Business and Personal Success* (over 600,000 copies in print!), and its sequel, *GUTS! Companies that Blow the Doors Off Business-as-Usual*.

Thought Leader. Recently named one of the top “30 Best Minds on Leadership” by *Leadership Excellence Magazine*, Dr. Freiberg is among the most influential voices on the speaking circuit today. He is also among a select group of thought leaders working with Collective IQ, the top corporate venture advisor and platform in the world, to bring growth and innovation to their clients. Kevin has made a career out of understanding the core values and unconventional strategies used by world-class leaders. His book *NUTS!* was hailed by the *Financial Times* as one of the top five global business books of the year.

Dr. Freiberg has appeared on CNBC, CBS Sunday Morning, and the CBS Morning News for his views on the critical links between leadership, corporate culture and exceptional customer loyalty. Kevin also appeared on the television series, *Lessons in Excellence* for CNBC, India. His articles and interviews have been published in the *Wall Street Journal*, *Business Week*, and *Investor's Business Daily*.

Entrepreneur. As the founder and CEO of the San Diego Consulting group, Inc. and its professional speaking firm, freibergs.com, Kevin helps business leaders translate the winning strategies from enduring great companies into their own models of success. He is widely acknowledged for his expertise in helping clients build strong, purposeful cultures where:

- People have fun and do heroic work that matters;
- Everyone leverages technology to get smarter, better, faster;
- Gutsy leaders excel at hiring, retaining and unleashing world-class talent;
- Customer-centric employees turn knowledge, service and hospitality into life-long loyalty;
- People take charge of their lives at work and assume responsibility for growing the business;
- Courage, risk and innovation enable the firm to establish the rules by which others must play the game;



Executive Coach. Dr. Freiberg helps business leaders better understand the impact of their choices, attitudes and behaviors on corporate culture and organizational performance. He has challenged corporate leaders all over the world to create unmatched productivity, customer service, and profitability by becoming faithful, devoted, hardworking servants of the people they lead. Kevin has a global practice working with firms in South East Asia, Europe, Japan, India, the Middle East, Central and South America, as well as companies throughout the United States and Canada.

Kevin Freiberg has worked with some of the world's most admired companies—companies on the forefront of a revolution driving the new economy. A partial list of the firm's clients include: American Express, Bank of America, Business Consultants—Japan, Caterpillar, Century 21, ConcoPhillips, Coors Brewing Co, Cox Communications, Eli Lilly, Ernst & Young, FedEx, Federated Department Stores, General Electric, General Motors, Infosys—India, Jack-in-the-Box, Kuwait Gulf Link, Inc, Major League Baseball, Merrill Lynch, Minolta, NCR Japan, Nestle, Otis Elevator, Southwest Airlines, Sprint, Staples, State Farm Insurance, Tata Motors—India, Unisys, U.S. Marine Corps, and Universal Studios.

Professor. Before becoming a full-time speaker, executive coach and consultant, Kevin taught for eight years at University of San Diego and San Diego State University. He has a masters degrees in communication from San Diego State University and a doctorate in educational leadership from the University of San Diego.

Extremely Fortunate Parent. The Freibergs live in San Diego where they sprint to keep up with three active children: Taylor-Grace, Aubrey Hope, and Dylan. These three children are their reason for hope and their cause for celebration. Kevin and Jackie are determined to raise their son and two daughters in such a way that they won't need to be fixed as adults. They are active supporters of Voices for Children, an organization dedicated to defending foster children in the courts and Monarch High School, a first-of-its-kind high school for homeless children. Kevin and Jackie are working to help make this prototype school a model for other cities across the United States.