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KEITH FERRAZZI

A charismatic and inspiring speaker, Keith Ferrazzi is also a renowned thought leader on change management and behavior engineering, and is in constant demand as a coach to C-Suite executives at some of the world's largest organizations.

By helping global organizations recognize and transform behaviours that block strategic goals, Keith Ferrazzi helps create new organizational habits which translate into increased value for both shareholders and the corporate bottom line.

This passion to understand human behavior and find actions and practices to effect positive change led to the founding of the Greenlight Institute, a think tank dedicated to finding the keys to sustainable human behavior change. Keith is also the founder and chairman of Ferrazzi Greenlight and the author of the NY Times bestsellers *Who's Got Your Back* and *Never Eat Alone* and is regularly published in The Wall Street Journal, Harvard Business Review, Inc., and Fast Company.

Keith's keynotes go beyond the ordinary by tapping into the hearts and minds of attendees and challenging them to open up to one another. By connecting everyone in the room, Keith Ferrazzi facilitates the risk-taking and candor that pave the way to insight and actionable, sustained organizational change.