

DAVID GOLDSMITH



Before we begin I'd like to take a moment to introduce our presenter for today David Goldsmith.

Successful Meetings Magazine says David is "Worth his weight in gold," naming him one of the hottest speakers in the industry.

Over the course of 25 years, David has founded and operated 9 business in a variety of industries while earning Entrepreneur of the Year for Central New York. He's keynoted at Wharton School of Business for an incredible 5 years in a row, has been teaching at NYU for the past 10 years two courses and has been honored with the Outstanding Professor Award. He's published over 500 articles, and been interviewed by the New York Times, the Financial Times and Bloomberg Media.

David travels the globe as a consultant and speaker, helping leaders and managers improve individual and organizational performance.

Today, David brings to us new ways to better ourselves. He's not here to entertain you. He's here to make you think. He's here to challenge you.

It's my pleasure to introduce David Goldsmith.

"I've never seen anyone do what you do, the way you do it. You deliver so much value as a strategist. In my opinion you're worth several times your fees. Raise them."

Dan Sunt
Chief Experience Officer MVP Collaborative

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SAMPLE PERSONALIZED INTRODUCTION



Introduction used for the Amer. Public Works Assoc.

When I asked, "Who 's going to be introducing our speaker today?" And found out. I was a little bit apprehensive. Now I can tell you that it's with great excitement that I introduce to you David Goldsmith.

David has a long list of credentials and degrees, some clients include Johnson and Johnson, Harley Davidson and Lufthansa. But what I want to tell you about is what I noticed about David since we started talking a few weeks ago.

David is very unique in preparation and presentation style. The presentation you will hear today has never been given and you will never ever hear it again. He has been immersing himself in our world over the last couple of weeks. He's been interviewing members of this chapter of APWA. He has been here at the conference all day and the first thing he did when he arrived at the conference was not to get lunch and check into his hotel, he started going to technical sessions. He's been going through the sessions and continually grabbing tidbits of information up until right now.

He has spoken with representatives of small cities, small counties, large cities, large counties, consulting groups. He's talked to people on the east side of the mountain and people on the west side of the mountain. I had one individual call me and thank me for having been an interviewee. She said, "Thank you so much for sending David to talk to me. Within only one minute he had solved one of my biggest problems. A big problem I been facing for years."

David's not here to make you smile, giggle or laugh. He's not here to entertain you. He's here to make you think. He's here to challenge you. Please welcome, David Goldsmith.

"I pulled two items out of your presentation that we will roll out globally through Johnson and Johnson. You've got me thinking about everything."

**Zack Lemelle
Johnson and Johnson (VP and CIO)."**