

## Access to Experts



**Keith Ferrazzi**  
Founder and CEO  
Ferrazzi Greenlight

As founder and CEO of Ferrazzi Greenlight, Keith Ferrazzi transforms behaviors that block global organizations from reaching strategic goals into new habits that increase shareholder value. The firm's Greenlight Research Institute has proven the correlation between practices that improve relationships and business success, particularly in sales performance and team effectiveness in an increasingly virtual world. Greenlight's behavior engineering methodology for diagnosing and instilling the highest ROI behavior change is based on a decade of field engagements with iconic global organizations.

Keith is the author of the bestsellers *Who's Got Your Back* and *Never Eat Alone*. Ferrazzi has been published in *The Wall Street Journal*, *Harvard Business Review, Inc.*, and *Fast Company*. He was the youngest person to make partner and hold the position of Chief Marketing Officer at Deloitte Consulting, where he raised Deloitte's brand recognition from lowest to a primary position, spurring the highest growth rate in the industry.

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