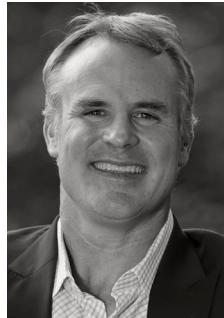


# 2018 RETAIL SALES & LEADERSHIP CONFERENCE SPEAKERS

## **Bobby Martin** *Vertical IQ*

Bobby Martin is chairman and co-founder of Vertical IQ, a leading provider of industry profiles for banks. Before starting Vertical IQ, Bobby cofounded sales intelligence firm First Research, which in 2007 was sold to Dun & Bradstreet.

Before starting First Research, he was a business calling officer with Bank of America. His book *The Hockey Stick Principles* provides stories and insights about four stages of entrepreneurial growth. Bobby is an angel investor and serves as an active board member with several innovative startups, including Local Eye Site, Boardroom Insiders, Zynbit, MyLifeSite, Sageworks, Vital Plan, Myxx, and etailinsights. He graduated from Appalachian State University, is married, has two children, and is an avid tennis player.



## **Dan Price** *Gravity Payments*

Raised in rural Idaho, far from the closest neighbor, Dan Price started Gravity Payments from his university dorm room when he was just 19 years old. Although music was his passion growing up, Dan discovered his lifelong mission when he found many small business owners in his community were being taken advantage of by their credit card processors. He knew that wasn't right, so he rolled up his sleeves and began disrupting the typical way business is done. Dan shaped Gravity on a different set of values not normally seen in the workplace —honesty, transparency, and responsibility. These simple values have made Dan and the Gravity team a trusted name in credit card processing. Today, independent businesses across all 50 states trust Gravity to save them millions in fees and hours in frustration by making it easy and simple for them to accept payments. It is well known that Dan is a celebrated entrepreneur, but what sets him apart is his conviction to do what he believes is right, even if it's unpopular. His mission is to create a world where values-based companies reshape the economy, so business stops being about making the most money possible. Instead, he wants leaders to recognize that business should be about purpose, service, and making a difference. Dan believes it's not about doing business as usual anymore, but doing business better.



## **Julian Schrenzel** *Improve Alive*

Julian Schrenzel is Founder & Chief Spontaneity Officer of Improv Alive LLC, a company that custom creates and delivers improv-based workshops to businesses throughout the Pacific NW, and President & CEO of DyNexus Recruiting, a company that has been serving the information technology and Enterprise Solutions ERP/CRM Industry since 1997. With over 10 years as a Technical Recruiter and 25 years experience as a professional trainer, teacher/practitioner of improvisation, and performer, Julian leads workshops in which people with little or no performance experience engage each other with a new and different set of tools that increase their ability to communicate, lead and hire with confidence.



## **Joe Sullivan** *Market Insights*

Joe Sullivan is the CEO and Founder of Market Insights. As a consultant, author and professional speaker with more than 20 years of experience, the themes of growth, organizational alignment and passion can be found throughout Joe's work. His life philosophy is simple: do something you are passionate about – every day! Joe's firm, Market Insights is a consulting firm with expertise in delivery system planning and branch evolution, strategic planning, branding, marketing and culture transformation. Over the years, Joe has been invited to share his insights as a consultant with many trade organizations, associations and banking schools including the American Bankers Association, the Financial Managers Society and the University of Wisconsin Graduate School of Banking, etc. — on topics ranging from delivery systems, marketing, human resources, strategic planning to brand positioning and leadership. Joe's forward-thinking approach and energetic style engages his audiences and consistently makes him a top rated speaker. Additionally, his unique perspective comes from working side-by-side with executives and marketers around the U.S. in the development of successful growth strategies. Joe incorporates these frontline experiences into his presentations and offers insights that challenge conventional thinking, creating a sense of excited urgency with his audiences.

