

Jeff Hayzlett

Best Selling Author and Global Business Celebrity

Jeffrey Hayzlett is a global business celebrity and former Fortune 100 c-suite executive. From small business to international corporations, he puts his creativity and extraordinary entrepreneurial skills into play, launching ventures blending his leadership perspectives, insights into professional development, mass marketing prowess, and affinity for social media.

A leading business expert, Hayzlett has been cited in numerous books, magazines and newspapers worldwide. He is also a frequent television guest and commentator, having appeared on shows including MSNBC's *Your Business*, Fox Business News, and NBC's *Celebrity Apprentice with Donald Trump*, among others. In addition, Hayzlett is an executive producer of a number of global television projects and celebrity editor of the largest circulation social media and business magazines in the world. With a strong following in business and social media communities, he's recognized as one of the Top 10 c-suite Twitter users and a key influencer in the social media landscape.

Hayzlett is author of the must-read business book *The Mirror Test*, which received acclaim on numerous bestseller lists including *Inc's 800CEORead* and *USA Today*. From the world of academia at leading business schools to corporate training and c-level circles, *The Mirror Test's* thought-provoking lessons are told with bold simplicity, readability and humor.

His second book, *Running the Gauntlet*, releasing in January 2012, answers the question: How do I change my business in a way that instills enthusiasm and increases profits? Providing the inspiration and tools for spearheading dramatic change, Hayzlett helps readers tackle their biggest obstacles to making changes necessary for business success: fear, apathy, and failure to take personal responsibility. In his trademark fast-paced, brash, humorous style, he provides a realistic approach to competing effectively in an increasingly competitive business environment.

Not only engaging through his writing, Hayzlett's presence and insight is in demand; he frequently appears at events worldwide, addressing business growth, communications, and marketing, and has presented at events and companies.

Hayzlett has years of international marketing, sales, and customer relations management experience. He joined Kodak in April 2006 as Chief Marketing Officer and Vice President of the Graphic Communications Group (GCG), became Chief Business Development Officer in September 2007, CMO in November of 2008. Throughout his time with the company he was responsible for brand development and management, market development, corporate and product public relations, communications and public affairs, corporate sponsorships, business development, corporate relationships and partnerships, and marketing.

Prior to joining Kodak, he led a private business development and public relations firm specializing in the technology and visual communications industries. He also held senior management positions in strategic business development and marketing at several companies,

including Cenveo, Webprint, and Colorbus, Inc., and served in staff positions in the United States Senate and House of Representatives.

Throughout his career, Hayzlett has received numerous global marketing and business awards and honors, including: 2011 SMEI Academy of Achievement's Ambassador of Free Enterprise Award, B2B Magazine Top 10 B2B Marketer of the Year (2009 & 2007), 2009 Inductee, BMA Hall of Fame, 2009 BMA G.D. Crain Jr. Award for Marketing Excellence, 2009 Xplor Chairman's Award, 2008 Chair, Direct Marketing Magazine Caples Awards, 2008 Earl I. Sundeen Award, IGAEA, 2008 B2B Magazine B2B Marketer of the Year, 2008 Direct Marketer of the Year & Direct Marketers Hall of Fame by The University of Akron Taylor Institute for Direct Marketing, 2007 Frost & Sullivan Sales & Marketing Lifetime Achievement Award, 2006 Honorary Life Member, Phi Sigma Epsilon, Permanent Trustee, SMEI Academy of Achievement Hall of Fame (former Chairman), 2005 Honorary Life Member, BAPC, Entrepreneur of the Year, US SBA.

Currently he leads The Hayzlett Group, an international strategic business consulting company leading change for high growth businesses. Drawing upon an eclectic background in business, buoyed by a stellar track record of keynote speaking, and deeply rooted in cowboy lore, Hayzlett energizes his role driving and delivering change. He is a turnaround architect of the highest order, a maverick marketer who delivers scalable campaigns, embraces traditional modes of customer engagement, and possesses a remarkable cachet of mentorship, corporate governance and brand building. Even when away from his home state of South Dakota, Hayzlett can always be found in his trademark cowboy boots. Learn more at www.hayzlett.com.