

SPEAKER INFORMATION

Date: Wednesday, October 28, 2015
Event: Keynote
Time: 8:00 am – 9:30am

Ross Shafer
Keynote Speaker
Phone: 910 256 3495
ross@rossshafer.com

Ross Shafer is a six-time Emmy Award Winning Comedian and Writer; pretty good for pet shop manager moonlighting as a comedian. In 1984, a local TV station saw him and decided to hire him as an on-air host. Mr. Shafer's unconventional style was soon spotted by the networks and he moved to Hollywood to host talk/game shows for ABC, USA, and Comedy Central.

What Mr. Shafer gleaned most from show business was how TV and movies reacted to emerging trends and human behavior shifts. So in 1994, he began studying how customer emotional connections affected organizational growth (or extinction).

To that end, Mr. Shafer has written 14 H.R. training films on customer service, motivation, and leadership. He is also the author of *Nobody Moved Your Cheese*, *The Customer Shouts Back*, *Customer Empathy*, *Are You Relevant?* *12 Reasons Great Organizations Thrive In ANY Economy*, *Grab More Market Share: How to Wrangle Business Away from Lazy Competitors* and his latest, *Absolutely Necessary: Bulletproof Tactics That Will Put You in High Demand*. Today, Ross is one of the most sought after keynote speakers on the subjects of Customer Empathy, Personal Motivation, and Business Relevance.