

# **Brad Szollose**

**CEO at Brad Szollose International**

Bay Shore, NY, US

Cross-Generational Leadership Development. Customized Workshops, Training & Executive Coaching for Talent Development.

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## **Biography**

The Art & Science of Leading a 21st Century Workforce

Brad Szollose's (pronounced zol-us), is a globally recognized Leadership Development and Management Consultant who helps organizations dominate their industry by tapping into the treasure of a multi-generational workforce.

He shares his management strategies within the pages of his award-winning, international bestseller *Liquid Leadership*...strategies that ignited his own company, K2 Design, beginning as a business idea in a coffee shop to a publicly traded company worth \$26 Million in just 24 short months with an IPO on NASDAQ.

As a C-Level executive, his unique management model was awarded the Arthur Andersen NY Enterprise Award for Best Practices in Fostering Innovation Amongst Employees (the phrase Workforce Culture did not exist back then).

Today the world's leading business publications seek out Brad's insights on Millennials, and he has been featured in *Forbes*, *Inc.*, *The Huffington Post*, *New York Magazine*, *Advertising Age*, *The International Business Times*, *Le Journal du Dimanche* and *The Hindu Business Line* to name a few, along with television, radio and podcast appearances on CBS and other media outlets.

Since the year 2010, and the release of his award-winning international bestseller, *Liquid Leadership*, Brad has created customized training programs for The American Management Association, Tony Robbins Business Mastery Graduates and Liquidnet Holdings, as well as several dozen Fortune 500 companies to name just a few; preparing them for the next generation of business leaders.

Mr. Szollose is also a TEDXSpeaker, and his talk *The Age of Radical Disruption*, focuses on the impact video games and serious gaming has had on the work habits and behavior of Generation X & Millennials.

Brad's programs have transformed a new generation of business leaders, helping them maximize their corporate culture, creativity, innovation, productivity and sales growth in the new Digital Age economy.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Management Consulting, Talent Management, Training and Development, Human Resources, Corporate Leadership, Professional Training and Coaching, Education/Learning, Corporate Training

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## **Areas of Expertise**

Millennials, Generation Y, Baby Boomers, Generation X, 21st Century Management, Cross-Generational Leadership, Futuristic Leadership

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## **Affiliations**

National Speakers Association: Professional Member

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## **Sample Talks**

### **Legacy: Lighting The Fire of Inspiration for The Future**

In Brad's Legacy keynote, he takes your audience on a journey of his own life: from being a sickly kid who almost lost his hearing to breaking his ankle during band camp... to entering full contact Martial Arts training at 45 yrs of age. From the stories of his father who wouldn't give him an allowance to becoming an entrepreneur at 16, eventually taking a company public on NASDAQ. From tears of joy to laughter, Brad's stories will show you how to pass your legacy to the next generation.

### **Cracking The Gen Y Code: Selling & Marketing to a Generation That HATES to be Sold To!**

How do you sell to a tech savvy customer who was raised on Video Games, The Internet and understands Cloud Technology INTUITIVELY? Web Pioneer Brad Szollose will show your audience:

- 1) How to spot the Digital Divide and Manage It
- 2) How to analyze a potential client's Behavioral Communications Style ...and customize a sales pitch that initiates conversion
- 3) Learn the 5 Keys to engage a Gen Y Customer not just now, but long-term

### **The Liquid Leadership Essential 7 for The Information Age:**

Seven Keys To Managing, Motivating and Increasing Output from People Who Refuse to Be Managed!

In a 1 to 2 hour customized workshop Brad will lead your key people into discussion and exercises designed to get people to adapt their leadership style to your culture, drop generational opinions that cause resistance, build credibility while tapping into each others skill sets and increased productivity. Let's close the Digital Divide and get the work done!

### **Cracking The Gen Y Code: Managing a Generation That Refuses to be Managed!**

How do you manage people who think more like an entrepreneur than an employee? Better yet, how do you pass on a work ethic and a legacy to people who do not take work seriously? Web Pioneer and award winning management expert Brad Szollose will show your attendees:

- 1) Why Gen Y thinks the way they do
- 2) The 5 Keys to engaging and retaining talent
- 3) How to increase productivity while getting rid of slackers

## **EXECUTIVES ONLY- Liquid Leadership for The C-Level Executive:**

Understanding The Digital Divide: How To Spot It, Manage It and Reinvent Your Org for the 21st Century

As a former C-Suit Executive for a publicly traded Internet company, Brad sits down with your executive team and/or board in a closed door session for a one hour look at the trends you face, the technology that is eroding your old business model and the mindset of new employees, leaders and consumers... increase your influence and ROI by understanding the culture of a new generation.

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## **Event Appearances**

**Cracking The Generational Code**  
Allstate CSE Leadership Conference

**Strategy Session With Brad Szollose**  
Tony Robbins Business Mastery

**The Age of Radical Disruption | Brad Szollose | TEDxTarrytown**  
TED Talk

**Bridging The Generational Divide**  
Connect 4 Presents: “ Bridging the Generational Divide”, Tuesday April 12, 8am-11am, The Cornell Club, 6 East 44th Street

**Managing Millenials: Understanding the multi-generational needs of today's workforce.**  
Chief Claims Officer Summit

**Liquid Leadership: Digital Age Secrets to Productivity**  
Conversation Suite Event

**Creating Your Legacy: 5 Steps for Developing Professionals for the Next Generation**  
Continuing Education for Lawyers/Accountants

**Cracking The Gen Y Code: Selling & Marketing to a Generation that HATES to be Sold To!**  
7th Annual NYXPO for Business 2012

**Liquid Leadership for Marketers and HR: Getting Your Multigenerational Workforce Working Together**  
Vistage International Monthly Meeting

**Liquid Leadership: Getting The Woodstock and Wikipedia Generations Working Together**  
Vistage: Board Presentation

**Liquid Leadership for Marketers: Is Your Marketing Generation Y Compliant?**  
Annual Mind Capture Boot Camp

**Linked In or Locked Out: Building Connections That Matter**  
2011 Michigan Primary Care Association Annual Conference

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**Education**

NYU

N/A Management Classes

**Art Institute of Pittsburgh**

Associate Visual Communications

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**Accomplishments**

**Webinar for Tony Robbins Business Mastery Graduates**

Cracking The Millennial Code: How Understanding Each Generation Will Make Your Company Thrive!!!  
Chad Cooper engages Brad Szollose in a powerful workshop on understanding Millennials for increased productivity and retention.

<https://goto.webcasts.com/starthere.jsp?ei=1111473>

**TEDxTalk**

The Age of Radical Disruption:

How Millennials and Serious Gaming Will Transform the Future of Everything. TEDXTarrytown

<https://www.ted.com/tedx/events/19307>

**How to Lead in the Digital Age – Fall Seminar RSVP BHS**

Wednesday, October 8th, 2014, I am inviting you to join me at the Frederik Meijer Gardens & Sculpture Park for The BHS Fall Speaker Series. I will be driving an open keynote session about Millennials, and mainly, How To Lead Your People in The Digital Age!

Here is the poster below and the link for you to sign up. We are almost sold out, so get your tickets quickly:

<http://liquidleadership.blogspot.com/2014/10/who-is-joining-me-this-wed-oct-8th-2014.html>

**Ultimate Mastermind Summit 2014**

This 2 day event attracts the top speakers in the country with the focus on building a winning Mindset, developing Marketing proficiency and the critical skills to sell yourself and your ideas in today's digitally savvy world.

The live mastermind experience is sure to leave you with a new perspective of what is possible, but more importantly, help break the shackles of what is keeping you from the success you deserve.

<http://ultimatemastermindsummit.com/brad-szollose/>

### **First Degree Black Belt: Modern Kempo Jujitsu**

After 5 years of training, 10 belt tests, 3 broken ribs, one broken toe, knocked out once, I passed my black belt test in 3 and a half hours.

### **Guest Speaker for the FIRST Think & Grow Rich Summit 2013**

Invited to be Guest Speaker at the first inaugural Think & Grow Rich Summit honoring Napoleon Hill's work...on the same stage with Jeffrey Gitomer, Sharon Lechter and John Assaraf. What an honor as I tell my story about Outwitting The Devil: Overcoming Doubt. Got a standing ovation...

### **Liquid Leadership signs deal with Korean Publisher**

Liquid Leadership has been out for almost a year and a half now, was picked up by Prolibris Publishing in India and now UI Publishing is translating Liquid Leadership into Korean for release next year!!!

### **Liquid Leadership - Amazon Bestseller**

Liquid Leadership: From Woodstock to Wikipedia hits the #1 Bestseller Category on Amazon in Organizational Learning for Business.

### **2011 Axiom Business Books Silver Medal Award for Leadership**

Liquid Leadership: From Woodstock to Wikipedia wins the silver medal in the leadership category against over 377 authors in 67 categories. Official medal presentation ceremony was held in New York City during the Book Expo. <http://tinyurl.com/3vxzddc>

### **2010 Lebanon School District Distinguished Alumnus Award**

Brad receives The Distinguished Alumnus Award from his Alma Mater, Lebanon Senior High School for his pioneering work on The Internet during the Dot Com Boom of the mid 90s.

### **Arthur Andersen NY Enterprise Award for Best Practices in Fostering Innovation Among Employees**

David Centner and Brad Szollose attend formal acceptance luncheon at The Four Seasons in New York City hosted by Arthur Andersen, to receive the Best Practices Award for developing a unique management model for innovation at their now publicly held company K2 Design, Inc. This model was voted as Best Practices by their Generation Y Workforce at K2.

### **1996 - K2 Design IPO on NASDAQ**

Co-founded K2 Design, Inc. Raised over \$7 million through private placement and an IPO (Initial Public Offering). 425% growth for 5 straight years, expanded from 2 business partners to 4 and expanded to 60+ employees and offices worldwide. Valuated at over \$26 million.

Arthur Andersen NY Enterprise Award for Best Practices for Fostering Innovation Among Employees awarded to K2 for the development a unique management model.

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## **Testimonials**

**Robbins Research International, Inc.**

Brad Szollose gave an outstanding presentation to our Business Mastery Graduates. No one knows Millennials or cross-generational management better than Brad, and it shows; our attendees are still talking about his work.

**Jeff Schwartzman**

"Brad Szollose is a true partner in our quest for world-class Leadership and People Management. Over the past year Brad has worked to co-design and deliver a cutting edge experience for our top employees, this includes our C-Suite.

The results have been astounding. Not only are we as an organization more knowledgeable about the different generations in the work force, we have clear actions on how to get ahead of the ever changing world. We now have a common language and framework we can all use. Our People Managers are more confident in their abilities to keep engagements and productivity high.

I find Brad to be incredibly flexible, collaborative and a true partner to our organization. I fully endorse Brad and would be happy to talk with anyone who wants more information."

**Andrew Stein**

"Hearing Brad speak and then reading his book blew my mind. Here I am thinking my way is better than theirs (the 20-somethings) and it's a matter of time before they wake up, smell the coffee and get on my program... but what I didn't realize is there's been a paradigm shift like you wouldn't believe and I'm the one who needs to wake up.

Best presentation I've heard in ages...it literally changed the way I think."

**Mary Todd Peterson**

"Dear Brad,

I am writing to thank you for your recent presentation at Medmarc's annual broker meeting in Las Vegas. Your observations about generational behavioral styles and related values were enlightening and timely.

As you probably observed by looking at the meeting attendees, the insurance industry is "graying" and we need to attract and retain more Generation X, Y and Millennials to remain vibrant and relevant to our customers. Armed with a better understanding of how these groups think and what motivates them, we are far more likely to be successful.

Your observations and your book are invaluable to that understanding.

Thank you again for your contribution to our meeting..."

**David Carlin, Jr.**

"I've sat through a million of these keynote addresses. Its early in the morning, its usually the same message presented by some pretty great speakers, but still the same message. Not so much with your presentation (Brad). Your experience with handling the generational gap with humor and understanding is surely why your results have been so successful.

I enjoyed the presentation a great deal. Mainly because you were talking about me! I grew up with Star Wars and Atari. I understand the "corporate ladder". Today I find myself managing very young and VERY talented professionals who seek success, same as me, but they want it RIGHT NOW! Your message helped me understand where they are coming from and I have since been able to connect!"

**Rachel M. Riebling**

"Brad opened our firm's eyes to the difference in generational work styles. Having once thought it was a communication issue, we came to realize it was far deeper than that all thanks to Brad! Since applying Brad's principles, business has increased significantly as it helped get the executive team more comfortable with the idea of a digital office and more importantly the knowledge Brad shared with us helped the relationships in the office to flourish. If you have multiple generations represented in your office and are looking to increase productivity, I would strongly recommend Brad Szollose!"

**Bruce Libman**

"Dear Brad:

I feel compelled to communicate to you how beneficial your seminars have been for our members of Total Networking & Consulting.

It has raised their individual awareness in Business Development. The value that they have experienced from your coaching is invaluable.

Thank you,

Bruce"

**Angel Tuccy**

"Thank you so much for contributing to our show today. You're a fun guest, with lots of great stories. We really enjoyed your interview."

**Kim Sibilsky**

"I want to thank you so very much for your participation in our 2011 Annual Conference. Not only did you provide a highly enlightening and engaging general session, you also provided signed copies of Liquid Leadership, stayed and participated in all our other sessions AND rode the Crystal Slide! What more could we have asked?

Our membership and staff really appreciated having an opportunity to get to know you. Brad we look forward to continuing this friendship in the future. Please don't hesitate to let me know if we can be of any assistance to you as you continue your research into life as we know it!

Once again, thank you for everything."

**John Gork**

"I attended a "boot camp" last week and had the opportunity to meet and get acquainted with the author, Brad Szollose. When I listened to Brad speak, I thought of you and the work you are doing with Team Selling. I felt called to buy the book, have Brad sign it, and forward it to you.

I think Brad's research and knowledge of generation Y make him an invaluable resource to help promote the value of Team Selling. I also think that Liquid Leadership can help Northwestern Mutual better serve the generation Y market, both as policy-owners and as Financial Representatives."

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