

Tim Sanders

Founder & CEO at Deeper Media Inc.

Los Angeles, CA, US

A cutting-edge businesses, sales and marketing expert helping organizations hone effective leadership skills and build lasting relationships

Biography

Tim Sanders speaks for strong business relationships, both internal and external. "Get them right," he says, "and you'll grow your business during good and bad times alike." His relevant point of view makes him one of the most in demand speakers on the conference and convention circuit.

Tim is more than a keynote speaker; his real world experience, research savvy and deep understanding of the human condition make him an indispensable consultant to some of the biggest brands in the world.

Tim has experience in cutting-edge businesses, sales and marketing. He's weathered the quality movement as well as the dotcom crash and emerged with precious insight. He was the Chief Solutions Officer at Yahoo! and later their Leadership Coach.

Prior to these senior positions Tim created and led the Yahoo! ValueLab, an in-house "think tank" which delivered futuristic insight on technology and human behavior. He was also an early member of Mark Cuban and Todd Wagner's broadcast.com, the most successful opening day IPO in history.

His first book, *Love is the Killer App: How to Win Business and Influence Friends* is a New York Times and international business best seller. It stresses the importance of knowledge sharing, networking and compassion.

His follow up, *The Likeability Factor* explains the concept of emotional talent and the importance of creating an engaging experience. It was the basis for a PBS Special.

His third book, *Saving the World at Work*, examines the external relationship between a business, its people and society. It makes a strong business case for corporate social responsibility and sustainability initiatives being at the top of a company's strategic agenda. The book was named as one of the top 30 business books of 2008 by Executive Soundview.

In his newest book, *Today We Are Rich: Harnessing the Power of Total Confidence*, Tim tackles a new world, where social media and transparency present unique challenges to our sense of confidence, sanity and faith, and shows how to unleash winning behaviors to achieve total confidence.

Tim attended Loyola Marymount University and studied in the graduate school of communications at the University of Arizona.

Tim Sanders is more than just a "professional keynote speaker" – this bestselling business author and people and leadership expert motivates and empowers audiences to achieve more by honing effective leadership skills, building strong business relationships, and putting the value back in their people.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

Industry Expertise

Advertising/Marketing, Professional Training and Coaching, Public Relations and Communications, Training and Development, Corporate Training, Direct Marketing, Corporate Leadership, Management Consulting

Areas of Expertise

Talent Management, Leadership, Business Growth, Corporate Social Responsibility, Strategic Marketing, Developing A Successful Marketing Strategy, Business Networking, Customer Retention

Sample Talks

People Skills Are Key

Business runs on relationships: company to employee, brand to customer and partner to partner. During the last few years, emotions are frayed throughout a company's value chain, creating a business opportunity for people centric companies. The key to building and keeping relationships is emotional talent: confidence, friendliness, empathy and authenticity.

The Power Of One Person

One person, regardless of role or rank, can change the world. Business history is filled with stories of staffers, sales reps, mid level managers and even factory workers that created change inside their company – which solved problems, created opportunities and inspired entire industries.

Do Well By Doing Good

If you grow everyone in your business life by sharing knowledge or networking, you will enjoy success over the long haul. Why? People reciprocate and pay it forward. If companies help employees prosper, retention is high and recruiting costs are low. When they find synergistic ways to assist local communities in need, they generate local goodwill and employee satisfaction. Done right, going green is good for the bottom line, and critical to winning the war for talent.

Event Appearances

KEYNOTE SPEECH

CCH Connections: User Conference 2011

KEYNOTE SPEECH

CUNA Operations, Sales & Service Council Conference

KEYNOTE SPEECH

CSDA Annual Conference & Exhibitor Showcase

KEYNOTE SPEECH
Meeting Planner Summit 2011

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