

## Dirk Beveridge

Leading Expert on Sales and Customer-Focused Strategies

Dirk Beveridge is one of the nation's foremost business speakers, delivering messages that help organizations and individuals unleash their true potential. He works with firms to bring their strategy to life through keynotes, summits, and workshops as well as through his consulting firm, 4th Generation Systems.

As president and chief executive officer of 4th Generation Systems, Dirk and his team help manufacturers, suppliers, distributors, and services firms become more competitive and provide deeper value to customers.

In addition to being a tireless entrepreneur and in-demand professional speaker, he also runs the non-profit organization We Do Care, which provides tangible support for our men and women in uniform, veterans and military families. When he has a chance to catch his breath, you'll find him either training for his next Ironman competition, writing his next book or enjoying time with his family. He also was a U.S. congressional candidate.

Dirk has helped transform the potential within many leading firms, such as Time Warner, Andersen Windows, IBM, Novartis, and Avaya. He also has supported top-performing midmarket companies, such as Berlin Packaging, Port Supply, and Performance Distribution Group. For more than 25 years, he has worked with over 3,000 organizations.

An in-demand speaker, Dirk provides timely, pertinent information to organizations on growth oriented topics, such as Leadership, Sales, Customer Centricity, Transformative Change, and Personal Potential. He is a passionate, energetic, and entertaining presenter who's been featured on international speaking tours addressing groups on six continents.

His presentations are often followed by workshops and learning systems to build more long-term team commitment to a company's vision and customer focus, which is how 4th Generation Systems was founded. He's authored two best-selling books on sales management and leadership to help organizations make their strategy stick and "drive sales beyond."

Dirk's personal mission is to make a real difference for his clients, employees, stakeholders, and community. In addition to We Do Care, he founded The LEO Foundation, a charitable organization committed to helping adolescents make the right choices to become positive contributors to society. Dirk has a bachelor's degree from Western Illinois University, Macomb.