

Jeffrey Hayzlett

Best-selling Author, Business Change Agent & Marketing Expert

Jeffrey Hayzlett has been called the “Celebrity CMO” by *Forbes* magazine and the “Chuck Norris of marketing” by bloggers. As a best-selling author, business change agent and marketing expert, Hayzlett led the turnaround of one of the most iconic brands in the world as the chief marketing officer of Kodak with some of the most innovative approaches to marketing.

Mr. Hayzlett is the author of the best-selling books, *Running the Gauntlet* and *The Mirror Test*, which is named to *Inc. Magazine's* 2010 Best Business Books list. He speaks frequently all over the world on business growth, communications, and marketing, including keynotes at events such as The Economist Marketing Summit, adTech, THE Conference on Marketing, the 140 Character Twitter Conference, CMO Summits, Mobile Marketing Forum, Digital Life Design Conference, Photo Marketing Association Conference, Direct Marketing Association Leadership Forum, and National Postal Forum. Hayzlett is cited as a leading marketing expert in numerous books, magazines, and newspapers worldwide and is a frequent television guest and commentator, having appeared on shows including CNBC's *The Big Idea* with Donny Deutsch, Fox Business News, MSNBC's *Your Business*, and NBC's *Celebrity Apprentice* with Donald Trump. He's also been recognized as one of the Top 10 C-Suite Twitters.

Mr. Hayzlett has received numerous global marketing and business awards and honors, including the Frost & Sullivan Lifetime Achievement Award for marketing. He was named Business to Business Marketer of the Year by BtoB Magazine and Direct Marketer of the Year by the University of Akron Taylor Institute for Direct Marketing. Mr. Hayzlett was inducted into the College of Business Administration Direct Marketers Hall of Fame in 2008. In June 2009, he was awarded the prestigious G.D. Crain Jr. Award for Marketing Excellence and inducted into the BMA Hall of Fame at the Business Marketing Association's annual conference. Previously, the U.S. Small Business Association named him Entrepreneur of the Year.

In the graphic arts industry, Mr. Hayzlett has been honored as the International Business Person of the Year by the International Printers' Network (IPN); received The British Association for Print and Communication (BAPC) Honorary Life Member award; was given the National Association of Quick Printing (NAQP) Industry Award of Distinction; and was awarded the prestigious Earl I. Sundeen Award from the International Graphic Arts Education Association (IGAEA).

Jeffrey Hayzlett currently sits on the Business Marketing Association (BMA) board of directors and is a past chairman of BMA. He is a member of the advisory board of the CMO Council, chairman of the Sales and Marketing Executives International (SMEI) Foundation for Marketing Education, a permanent trustee of the SMEI Academy of Achievement Sales and Marketing Hall of Fame, and a two-term past chairman of SMEI. He served on Sales & Marketing Management Magazine's 2009 Editorial Advisory Board. Mr. Hayzlett remains a trustee of Pi Sigma Epsilon National Education Foundation, an international sales and marketing fraternity.

Mr. 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). In this role, he was responsible for leading all marketing activities for the business, including product positioning, segment marketing, branding, marketing communications, customer development, business research, marketing strategy, and business development activity. He became chief business development officer in September 2007 and CMO in November of 2008 and 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.

Mr. Hayzlett recently accepted an editing position for a new magazine entitled *Tweeting & Business*. It is among the first magazines for businesspeople on social media. It offers business and industry insights with valuable expert “how-to” information on using Twitter in business. The magazine has partnered with Office Depot, making them

the largest circulation business publication in the U.S.

Prior to joining Kodak, Hayzlett 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 Cenvéo, Webprint, and Colorbus, Inc., and served in staff positions in the United States Senate and House of Representatives. Currently, Mr. Hayzlett leads The Hayzlett Group, an international strategic business consulting company focused on leading change and growth in businesses. Even when he's away from his home in South Dakota, he can be seen in his trademark cowboy boots.

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