Kevin Coupe

Prime Storyteller, MorningNewsBeat.com and Business Author

Kevin Coupe is a writer who for more than 30 years has been bringing to audiences all over the world a wealth of experience, sharp storytelling skills, provocative and contextual insights, unique worldview and serious levity about the world of business and consumers.

He is the author of "Retail Rules! 52 Ways To Achieve Retail Success," a guidebook for competing effectively and efficiently on Main Street. And he is the co-author, with Michael Sansolo, of "The Big Picture: Essential Business Lessons from the Movies," which uses film narratives to teach about leadership, marketing and surviving the workplace.

For more than 17 years, he's had his own website/blog – MorningNewsBeat.com – launched before the word "blog" was coined. MNB provides "business news in context, and analysis with attitude" to more than 30,000 subscribers all over the world. An independent survey ranked MNB as the "top industry news and information site."

Kevin is the host of "Retail Tomorrow," a new podcast that features innovators from the worlds of retail, brands, technology, and academia, focusing on the new ecosystem driving the retail industry into the realities and possibilities of tomorrow.

Kevin also is an adjunct faculty member of Portland State University's Center for Retail Leadership in Oregon, where he has been teaching a summer marketing course for more than seven years.

In addition to speaking at hundreds of conferences in the U.S. and abroad and reporting from 49 states and six continents, Kevin has been a daily newspaper reporter, magazine writer/editor, video producer, bodyguard, and clothing salesman. He has supervised a winery tasting room (happily), run two marathons (slowly), driven a race car (badly), learned to box (painfully) and acted in a major (but obscure) motion picture.

At present, Kevin is working with Michael Sansolo on a sequel to "The Big Picture," to be published in 2019. The title: "THE BIGGER PICTURE: Business & Life Lessons from the Movies, TV, & Popular Culture."

He is married with three grown children and lives in Connecticut.