

## Oren Klaff

Author, *Pitch Anything*

Oren Klaff is the Director of Capital Markets at investment bank Intersection Capital where he manages its capital raising platform (retail and wholesale distribution), business and product development. Oren co-developed and oversees Intersection Capital's flagship product, Velocity™. Over his career he has helped companies raise more than a billion dollars, and of interest to those of us in this audience, he spends his days in high stakes, high-pressure situations. Oren has extensively studied how humans respond to each other in high-stakes business situations, and he recently published this work in the now best-selling book, *Pitch Anything*.

In his work, Oren seeks to understand the different motivations and economic responses of the human mind, and how to use this in everyday business situations. With a fun, intense, and highly specific approach to presenting, persuading, and pitching, Oren Klaff will walk through the strategies that work today to raise significant amounts of investment capital. Using a real world example, you will begin to understand the difference between sales, negotiation and deal making, and walk away with improved pitching skills. *Pitch Anything* is a fast-paced narrative packed with crystal clear examples illustrating the unique S.T.R.O.N.G. Method, which takes advantage of how the brain really work, each of Oren's tactics can get you closer to closing a deal.

Oren has spoken to audiences from Google, Publicis, Xerox Park, Inc. Magazine, Advertising Age, Chase Jarvis and many more. With 14 years of experience as an investment banker, he has extensive experience raising capital, selling companies and closing complex deals. Including as a member of Geyser Holding's investment committee where he has been a principal since 2006. During its growth he was responsible for sales, marketing, branding, product development, and business development. Previously, he was a venture analyst and partner at several mid-sized investment funds.