

## Bruce Himmelstein

Former Chief Sales & Marketing Officer, The Ritz-Carlton Hotel Company

**The Great Reset: Brand Reset in These COVID Times.** Remaining relevant in a constantly evolving environment is crucial to making it in today's world. Bruce shares the importance of branding and the use of its equity in an ever-shifting marketplace, and believes that organizations should think about how their brand has evolved during COVID and how it will affect their post pandemic future. . Companies can use their existing culture to work towards the necessary elements of change that will not only delineate how to move forward in the shifting global landscape, but define how well they will thrive.

**Leadership: "Take Your Work Seriously, Not Yourself."** Bruce Himmelstein's leadership experience and style has propelled his career from bellman to Chief Marketing Officer of a global, iconic brand – The Ritz-Carlton. He shares his learning's from what produces positive results, focused individuals, and team dynamics. Leadership is about resiliency and no fear of change. He crushes the myth "we don't do that here" and offers personal examples from his vast experience.

**Change.** Bruce has lived through numerous changes in his award winning career and shares examples of what to expect. Change disrupts an organization, but it never has to be painful. We know change is inevitable, but a strong culture and focused communication strategy can navigate the shifts. Think Uber, TripAdvisor, Minute Clinic – these are examples of major change not only in an organization, but entire segments of business. Bruce articulates the needs of a team to see it through.

**Customer Service.** Customer service IS your brand. We all come to expect it, but very few organizations embrace the strategy. As Bruce led the Ritz-Carlton brand, customer service was squarely in the center of all strategies. Learn the secrets of unleashing a powerful method to transform your team to be more customer centric.

**Branding.** Everything your organization does adds or detracts from your brand equity. Himmelstein shares his experience from his days at Marriott, Ritz-Carlton, and Loews Hotels. Bringing the firewalls down within your organization actually strengthens your brand and increases your share of the market. Be clear on who you are for the internal and external customer. Himmelstein will share his board room presentations to accomplish this goal.