

## Ken Schmidt

Author of "Make Some Noise," Legendary Former Director of Communications Strategy at Harley-Davidson Motor Company

One of the most in-demand and premium-fueled keynote speakers and communications consultants in America, Ken Schmidt has lived a life that most can only dream about. He has toured the world on two wheels, met with presidents and royalty, partied with movie and music legends, and appeared numerous times on network news. As the former director of communications for Harley-Davidson Motor Company, he played an active role in one of the most celebrated turnarounds in corporate history—and got paid to ride motorcycles.

Ken is widely known as one of the business world's most outspoken and provocative thought leaders and has partnered with many of the world's most successful brands. He is the author of the 2018 book, *Make Some Noise: The Unconventional Road to Dominance*. Exclusively represented by [Leading Authorities speakers bureau](#), he shares stories and insights on the road to building a fanatically vocal customer base, creating a passionately loyal corporate culture, and developing leaders who inspire and motivate.

**Harley-Davidson.** The longtime motorcycle enthusiast's formal association with Harley-Davidson began in 1985. As a specialist in corporate positioning and media relations, Schmidt was asked to work with the then-struggling Harley-Davidson to help restore the company's image and create demand for its motorcycles. Within a few short years, Harley-Davidson became one of the most visible and frequently reported-on companies in the world, while sales of its motorcycles rocketed upward. Schmidt became director of Harley-Davidson's corporate and financial communications and served as its primary spokesperson to the media and the financial communities. He appeared numerous times on network news programs and was frequently called upon by business media to share his insights on non-traditional communications, customer attraction, and brand-building.

**Life After Harley.** Now, Schmidt is a frequent speaker to business groups and academic communities throughout the world. Few speakers generate more positive word-of-mouth and referrals. "I love to startle people by exposing them to proven ideas and concepts they've never imagined," he said. Whether he's talking about how to leverage basic needs to improve competitiveness, build an entirely new corporate culture, or reach out to new customers in completely non-traditional ways, Schmidt never follows a predictable course. "Whether I'm talking about how perfectly average people can do extraordinary things or how to build an entirely new corporate culture, rekindle relationships with customers, or reach out to new ones in completely non-traditional ways, I'm teaching people to throw conventional approaches out the window. I see opening hearts and minds as my life's work."

Today, Schmidt shares his expertise with many of America's leading brands but happily states that he is "semi-retired," which allows him to pursue his other passions. He calls working with the grandson of one of Harley-Davidson's founders to create *100 Years of Harley-Davidson*, the best-selling motor sports book of all time, one of the greatest highs in his life. After all he has accomplished his philosophy of life and business hasn't changed: "Never do what's expected, make yourself as noticeably different as possible, and have a lot more fun than you're supposed to."