

Scott Friedman

Humorist with a Message & Award-Winning Motivator

Scott Friedman, CSP and former President of the National Speakers Association (NSA), is an internationally sought after speaker and author. As a motivational humorist, Scott inspires and entertains with fun-filled, interactive and content-rich programs. He speaks on a variety of topics over 80 times a year. Scott's main area of expertise is as an employee engagement speaker and innovation, celebration, and customer experience expert.

In addition to being the CCO—Chief Celebration Officer—at Friedman & Associates, Scott has written "Celebrate! Lessons Learned from the World's Most Admired Organizations," "Happily Ever Laughter—How to Engage Any Audience," "Using Humor For A Change," and "A Celebration a Day! 365 Ways to a Happier, Healthier Workplace." He is also the co-author of four additional books.

Scott's opportunity to entertain and engage as President of Salesmen with a Purpose (SWAP, now Sales Professional International) in 1985 created his desire for a career in professional speaking. He took the marketing director position with Speech Masters, a company that trains lawyers, executives, and professional speakers in presentation development. This led to the start of his professional speaking career in 1986. For three decades, Scott has combined improvisational comedy, quick wit, and engaging material to become the speaker he is today. Scott's mission as a speaker and Chief Celebration Officer is to improve organization performance and productivity through the power of celebration and humor.

As a Certified Speaking Professional (as designated by the NSA) and trusted member of the speaking community, Scott continues to have a strong presence both domestically and globally. Scott is the 2013 NSA Cavett Award Recipient, presented annually to the NSA member whose accomplishments over the years have reflected outstanding respect, service, honor, and admiration in the Association and the speaking profession. Scott was awarded the Meeting Professionals International (MPI) 2013 Recognizing Industry Success and Excellence (RISE) Award. "This award honors those rare individuals who by visionary hard work and creative insight have positively changed the global meetings and events industry community (MPI)." In 1988, as the President of the National Speakers Association of Colorado, he founded the Meetings Industry Council of Colorado (MIC), a coalition of professional meetings industry-related organizations. He is proud to continue involvement with MIC and their latest event which included over 800 meeting professionals in March of 2013.

In 2002, Scott was awarded the International Association of Speaker Bureaus (IASB) Pace Setter Award, given annually to an individual outside the IASB who played an integral role in partnership with IASB to further advance the speaking industry. The IASB recognized Scott for successfully developing and executing "an alliance between the NSA (National Speakers Association) and IASB [to encourage] partnering among bureaus and speakers to further advance the client relationships that serve both." In April 2005, Scott's vision brought the first Global Speakers Summit to Singapore with 300 international speakers and meetings professionals from 20 countries attending this event. Scott has remained actively involved in the Global Speakers Summit events in Dubai (2007), Cape Town (2009), Amsterdam (2011) and Vancouver, Canada (2013).

Scott now spends 30% of his time speaking throughout Asia and other locations around the globe. His international clients include Singapore Airlines, the Singapore Government, Gold Fields of South Africa, Young President's Organization, Hyatt Asia, HSBC, and many Fortune 1000 companies. He offers all his clients a global and culturally

sensitive perspective on how to get more out of work and life. His varied experiences have brought him success in many industries including hospitality, meetings, real estate, insurance, health care, education, government and just about any association. Scott's customized programs are a perfect fit for kick-offs, closings, lunches, and midnight snacks. Participants will come away with tools to enhance their work, their lives, and their future, helping them to start celebrating and live happily ever laughter.

Apart from speaking, Scott is very involved in philanthropic projects. Scott founded Together We Can Change The World (TWCCTW.org), an organization creating sustainability in children's homes throughout SE Asia by helping poor, neglected children and women, and providing them with a safe, secure haven and educational opportunities. Currently Scott organizes global speaking tours to create awareness, raise money and celebrate with the kids in Thailand, Malaysia, Singapore, Indonesia, and Cambodia. Check out his philanthropy page to see the latest tour! He has been honored as Volunteer of the Year with Family Services of Colorado and was on the national board of directors for Camp to Belong for five years.

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