



(note: Jim's last name is pronounced "car")

## **Speaking Intro**

Most professionals admit to having a lot more confidence in what they have to offer, than in how to talk about it. The good news is that there are simple, practical ways to connect with customers.

Dr. Jim Karrh is an expert at helping business professionals and entire companies to do just that -- which in turn produces better customer relationships, improved sales, stronger brands, more employee engagement, and a lot less frustration.

Jim's education includes an MBA from Duke University, where his classmates elected him to be Class Speaker at graduation. Little did they know what they were ultimately unleashing!

Along the way, Jim has been a junior corporate banker, a small-market radio station owner, and a tenured university professor. He decided to ditch a future of tweed sport coats and bow ties, in order to serve as Chief Marketing Officer of America's oldest brand of bottled spring water. By his second year that little company's marketing and PR program was judged best in the entire global bottled water industry. Jim knows you don't have to be the biggest in order to be the best, or the most interesting.

Today Jim is a consultant, coach, and professional speaker. He has worked to help clients on three continents, including associations, small businesses, high-growth tech firms, North America's largest martial-arts organization, and many members of the Fortune 500. He is the author of *The Science of Customer Connections: Manage Your Message to Grow Your Business*.

Jim knows you don't have to be a Ph.D., an extrovert, or a brilliant conversationalist to bring your stories to life. It just involves a process he calls "Managing the Message." Please welcome Jim Karrh!