



Ford prefers to play his 45-second video introduction from his laptop. Use this written introduction as a backup or if you prefer a spoken introduction from a company representative.

## FORD SAEKS SPEAKER INTRODUCTION

*(Pronounced Sakes... as in "For Heaven Sakes")*

*Read as written, please don't adlib.*

Ford Saeks specializes in helping organizations dominate their target markets, enhance the customer experience, and improve business success. His efforts have helped companies generate a total of over a billion dollars in sales worldwide, from startups to Fortune 500s. With over 20 years of experience ranging from retail to wholesale, authored several books, awarded three US patents, and received numerous industry awards. As president and CEO of Prime Concepts Group, a creative marketing agency, and founder of the Accelerated Growth System he brings real-life insights to thousands each year. When he's not on stage or writing books, you can find him cycling or eating chocolate. We're happy to have him here with us today. So please give a warm welcome to Ford Saeks!