

Speaker Profile

Marc Emmer

Marc Emmer is an author, speaker, and consultant recognized as a thought leader throughout North America as an expert in strategy and strategic planning. Marc's second book, *Momentum: How Companies Decide What To Do Next* was covered online by Yahoo! Finance, Market Insider, NBC and CBS. Marc is a regular contributor to the Vistage Research Center, Forbes, and Inc.com.

Marc has completed over 400 keynotes for trade associations, peer groups, and community-based business groups. In 2021, he received the highly coveted Top Performer Award as a top-rated speaker for Vistage International.



Top Performer Award
Vistage Speaker

Marc Emmer
President, Optimize Inc.



Sample Keynotes

- » American Society of Pension Professionals
- » Association for Corporate Growth
- » Building Service Contractors Association International
- » Catapult Groups
- » College of the Canyons
- » Michigan State University
- » National Coaches and Mentors Association
- » National Paper Trade Association
- » Panda Express
- » Professionals in Human Resources
- » Renaissance Forums
- » Santa Clarita Economic Development Corporation
- » Society of HR Management
- » Starbucks
- » TEC-Canada
- » Vistage
- » Vistage Executive Summits



Sample Speaking Description: Strategy in the Age of Disruption

In a climate of fierce hyper-competition and commoditization, business owners must continuously re-evaluate their growth strategy, market position, and value proposition. To maintain competitive advantage requires constant transformation and continuous improvement. At the heart of strategy are difficult choices that management teams need to make about concentration risk, diversification, and how to ensure that a company's value proposition continues to resonate in the marketplace.

While companies know they must provide unique value, the quest for differentiation can prove to be elusive. In this cutting edge talk, Marc Emmer, author of **Momentum: How Companies Decide What to Do Next** provides useful insights on how to:



Identify growth segments
in a world of volatility



Evaluate new income streams
and growth segments



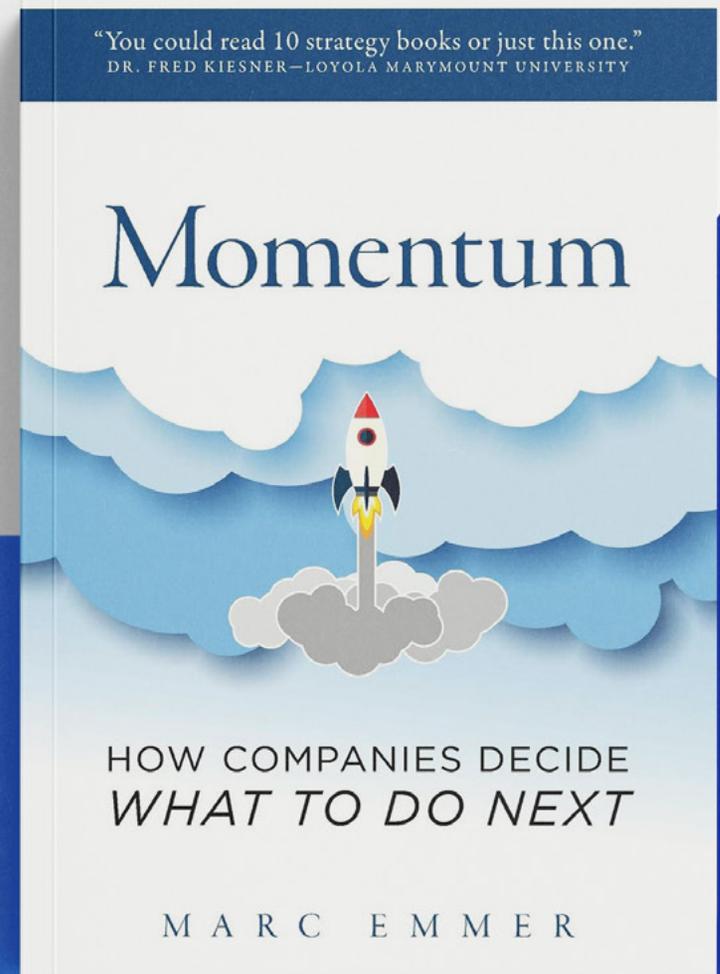
Uncover cultural barriers
to strategy



Weave strategic planning into
the fabric of an organization



Build a more productive sales and
marketing organization



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