

## Rick Barrera's Bio

Rick Barrera is a marketing consultant and author known throughout the Fortune 500 for his extraordinary speaking ability and his unique approach to brand building. His research on the strategies used by breakthrough brands like Hummer, Starbucks, Chico's, Yellowfreight, WAMU, Lexus, and Google will change your thinking about marketing forever. Rick has helped hundreds of companies re-design their systems and implement a holistic approach to serving customers.

It's an old cliché in business that smart companies UNDER promise and over deliver. But in today's crowded market, that's a one way ticket to oblivion. In his bestselling book *Overpromise and Overdeliver* (Penguin Putnam), Rick illustrates how an increasing number of cutting edge firms are building breakthrough brands in record time. *Overpromise and Overdeliver* offers powerful and easy-to-apply lessons not only for senior managers but also for individuals at any level -- for anyone who wants to create extraordinary customer experiences. Drawing on more than 20 years of hands-on experience, this breakthrough book sheds new light on how brands are really built and offers practical advice you can use to immediately differentiate your products, services and company.

Rick's previous books include *Non-Manipulative Selling* published by Prentice Hall, *Collaborative Selling* published by John Wiley and Sons and the self-published *Dollars and Sense of Exceptional Service Delivery*.

His impressive client list includes Abbott Labs, AutoZone, Bayer, Caterpillar, IBM, Intel, Merrill Lynch and Verizon. Because he continues to consult with a few select clients each year, his material is always relevant, fresh and grounded in the current realities of the marketplace.

Rick's passion for truly understanding the company and industry he's addressing, along with his trademark Deep Customization is unparalleled in the speaking industry. His depth of corporate experience, research and education has given him the unusual gift of appearing to be an industry insider to even the most discriminating audiences.

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