

Dr. Tony Alessandra's **SPEECH INTRODUCTION**

Our guest speaker, Dr. Tony Alessandra, has a street-wise, college-smart perspective on business and personal development.

Academically, Dr. Alessandra earned his **PhD** in Marketing from Georgia State University in 1976.

As a business owner, he is president of **AssessmentBusinessCenter.com** - a company that offers online assessments in a variety of critical areas. He is also a founding partner in **The Platinum Rule Group** – a company that successfully combines cutting-edge technology and proven psychology to give salespeople the ability to build and maintain positive relationships with hundreds of clients and prospects.

As an author, Dr. Alessandra has written 27 books translated into 50 foreign language editions - and has recorded and filmed over 100 audio and video programs since 1979.

As a speaker, Dr. Alessandra was inducted into the **Speakers Hall of Fame** in 1985 and has delivered well over 2,000 speeches and seminars throughout his professional speaking career.

Please join me in welcoming Dr. Tony Alessandra.

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