

INTRODUCTION for Kelly McDonald

Kelly McDonald is considered one of the nation's top experts in marketing, customer service and consumer trends.

Her client experience includes brands such as Toyota, Subaru, Kimberly-Clark, Nike, Harley-Davidson, Miller-Coors, and Sherwin-Williams.

Kelly was named one of the "10 Most Booked Speakers in the U.S." and she was also #1 on the list of "26 Hot Speakers" by Successful Meetings Magazine.

She has been featured on CNBC, in Forbes, Bloomberg BusinessWeek, Fast Company, on CNNMoney.com and on The Focus Group show!

She is the author of three bestselling books:

- "How to Market to People Not Like You"
- "Crafting the Customer Experience for People Not Like You"
- And her latest is: "How to Work With & Lead People Not Like You"

Kelly lives in Denver and when she's not on the road speaking, she enjoys hiking – and shopping for high heels.

Please welcome Kelly McDonald.