

INTRODUCTION

(To be read by the person introducing Jay at your event)



Jay Baer is a business growth and customer experience author, researcher, and advisor.

A 7th-generation entrepreneur, Jay has written seven best-selling business books, and created six multi-million dollar companies. He has consulted for more than 700 brands, including Nike, Oracle, IBM, and the United Nations.

An inductee into the Professional Speakers Hall of Fame, he's been voted a Global Guru in both marketing and customer experience for many years.

And in his spare time, he is the co-founder and editor of *The Tequila Report*, the largest online magazine for tequila lovers.

Hang on to your seats, here comes JAY BAER!