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**March 22nd 2021: How Future Proofing You  
Author Jay Samit Maximizes OPM Marketing**

In sync with his new book launch, join us for a timely conversation with Jay Samit, Author of "Future Proofing You" (March 23, 2021), Change Agent, Entrepreneur and Disruptor with your Host and Goody PR Founder Liz H Kelly. Listeners will learn why Samit recommends using his "secret sauce" OPM Marketing to maximize results with an example of working with McDonald's. In addition, Samit explains that he wrote "Future Proofing You" and "Disrupt You" (now in 12 languages) to "Pay it Forward" and inspire others to become successful entrepreneurs. In his new book, Samit shares how he mentored a mill

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### Featured Guest



#### Jay Samit

Described by Wired magazine as "having the coolest job in the industry," International Bestselling Author, Entrepreneur and Change Agent Jay Samit raises hundreds of millions of dollars for startups, sells companies to Fortune 500 firms, transforms entire industries, revamps government institutions, and for three decades, continues to be at the forefront of global trends. Everyone from the Pope to the President calls on Samit to orchestrate positive change in this era of endless innovation. A former NASDAQ company CEO and Independent Vice Chairman of Deloitte, Samit helped grow pre-IPO companies such as LinkedIn, held senior management roles at EMI, Sony and Universal Studios, pioneered brea

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