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BizLocker Radio

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March 30th 2015: Discover Your CEO Brand (with Suzanne Bates)

I am excited to welcome Suzanne Bates to #BizLockerRadio. Suzanne is an executive coach, author, former award-winning television news anchor, and the CEO of Bates Communications, Inc. We will talk about what it takes to command attention, get results, and lead like a CEO. Suzanne is the author "Motivate Like a CEO: Communicate Your Strategic Vision and Inspire People to Act!," and "Discover Your CEO Brand: Secrets for Embracing and Maximizing Your Unique Value as a Leader." ALSO, Tony Hughes will join me in the second half of the show to talk about Social Selling. Tony is a provocative a

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Featured Guests

Guest Image

Suzanne Bates

Suzanne is an executive coach, author, former award-winning television news anchor, and the CEO of Bates Communications, Inc. For 20 years, Suzanne was an acclaimed on-air personality with major market television stations WBZ-TV Boston, WCAU-TV Philadelphia and WFLA-TV Tampa-St. Petersburg. She won an AP News Award and over her career, interviewed thousands of political leaders, CEOs, authors and celebrities. As a nationally recognized expert in business communications and leadership, Suzanne has appeared in hundreds of publications including the New York Times, Forbes Magazine, Business Week, Investors' Business Daily, the New York Post, Wall St. Journal, and CNNMoney.com. Suzanne has

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Guest Image

Tony Hughes

Tony Hughes is a best-selling author and international keynote speaker. He writes for Top Sales Magazine and they rank him as the #1 influencer of professional selling in Asia-Pacific. He also teaches sales strategy within the MBA program at the University of Technology, Sydney and is the most read LinkedIn author globally on the topic of sales leadership. Tony's blog has been awarded as a Top 50 in the sales and marketing category and in just 18 months he has built more than 74,000 blog followers within LinkedIn, with one of his posts achieving a quarter of a million reads. Tony has built one of the strongest brands in his field worldwide and he did it by leveraging social media platforms

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