



### BizLocker Radio Archives Available

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



#### 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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#### Tony Hughes

Tony Hughes is a provocative and entertaining keynote speaker; and sales leadership consultant and trainer. At the beginning of 2015 he was rated as one of the top 100 people worldwide in social selling. His best selling book is in it's 6th printing and he is a 30 year veteran in professional selling, having led global technology companies in the Asia-Pacific region as Managing Director. In late 2012 he launched his own management consultancy and regularly speaks at conferences in Asia-Pacific and North America. Tony is a highly regarded leader on the cutting edge of professional selling with three decades of sales leadership experience in Australia, Asia and North America.

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