

Michael Weissman is founder and President of Fresh Perspectives, the premiere Value-Reinforcement solutions company, where he helps clients keep more customers at higher margins. Michael advises some of the largest companies in the world, including Adobe, Apple, Fidelity Investments, Hewlett Packard, Intel and others. While marketing for Toshiba, Canon and Visioneer, he profitably generated over \$600 million in new business growth and consistently grew market share in some of the toughest markets in history.

He is co-author of the highly acclaimed book, *The Paradox of Excellence, How Great Performance Can Kill Your Business*, which has appeared in *Fast Company*, *Harvard Business Review*, *The Dallas Morning News*, *Chicago Tribune*, *San Francisco Examiner*, and on XM Radio and other large regional radio stations.

Michael is a recipient of many honors including awards for new products, promotions, web design, branding and overall business prowess. Outside of business, he is an award-winning composer, has toured internationally as a musician and was an all-star athlete. He holds business degrees from Babson College and University of California at Irvine.