



W. R. 'MAX' CAREY, JR.

W. R. 'Max' Carey, Jr., founder and Chairman of CRD® (Corporate Resource Development), is recognized as one of America's leading sales and marketing consulting experts.

Max graduated from Columbia University where he was an Ivy League and NCAA record-setting defensive back. He became a Naval aviator, earned Top Gun certification and flew over 100 combat missions over North Vietnam. After his military service, he joined Ryan Insurance Group, now AON, as an entry-level salesman and in five years rose to National Marketing Manager.

In 1981, Max founded Corporate Resource Development. The results produced by Max and his team quickly lead CRD® to a position on the *Inc. 500* list of fastest-growing privately held companies in America. Based in Atlanta, the company is known for serving some of the nation's most prestigious businesses and fast-growth entrepreneurial firms in effectively dealing with pressures caused by increased competition and less product and service differentiation.

Max's expertise in brand identity and competitive strategies has served as a guide for CRD® to provide practical, real world, and highly measurable solutions to business challenges. Stories of the company's many successes have been featured in national publications, including *INC Magazine*, *Success*, *Life*, *Fortune* and various trade journals.

CRD® has used its professionalism in strategic marketing and sales to assist companies like Dean Witter Reynolds, EZ-Go Textron, IBM, Novus, United Parcel Service, AIG, Kemper, The Step Company and many others. In addition to his consulting engagements, Max is in great demand to deliver his expertise in the form of keynote speeches to associations, organizations and major corporations.

Max's many accomplishments and awards include:

- Vietnam Veteran Small Business Person of the Year
- Founder of "Wingspread" – A non-profit organization for children
- Recipient of the Dr. Martin Luther King, Jr. Humanitarian Award 2000
- Chairman, Council of Growing Companies
- Small Business Person of the Year by the Atlanta Chamber of Commerce
- Serving on the Board of Directors of Outback Steakhouse and k-Force Inc
- U.S. Small Business Administrations National Veteran Advocate of the Year
- Entrepreneur in Residence at the University of Southern California Marshall School of Business
- Author of the book, *The Superman Complex: Achieving the Balance That Leads To True Success*

Max and his wife of 31 years, Susan, have three children. Elise is a graduate of Columbia University and a CRD® Consultant. Caroline is a 2002 graduate of Pepperdine, and Billy is attending Columbia University. Max and Susan reside in the Atlanta area.

Here's What Audiences Say About Max Carey

"Max's energy gets everybody going. His motivational message is clear and gets people charged up to take their performance to the next level and beyond. It is a can't miss experience."

Chris Sullivan, Founder and CEO
Outback Steakhouse

"Congratulations on delivering more than 200 presentations at our CEO Roundtable meetings with an average score above 4.5 out of 5."

Dan Barnett, Chief Operating Officer
The Executive Committee (TEC)

"Max understands that success is a choice. His consultation has helped us create ways to become true business partners with our customers. The result is an increase in revenues and profits...in other words...success."

J. Ryan Parks, Marketing Director
Central States Manufacturing

"Max's commitment to research on both his client's business and people pays huge dividends during his presentations. His passionate delivery of business topics punctuated with personal experiences and humor drives his audience to immediate action and accountability."

Charlie Snyder, Vice-President, Corporate Development
Restaurant Concepts

"Thank you, Max, for such a highly inspirational and entertaining presentation and personal testimony to the importance of keeping life in proper balance and perspective. I hope you can appreciate how many lives you touch by having the courage to bare your soul and to share your personal story so openly and honestly with your audiences."

Mark Schultz, President & CEO
Mark Associates

"I want to express my thanks and appreciation for your contribution to the success of our national sales meeting. Your speech was truly one of the highlights of our meeting, and your comments about performance, leadership, and teamwork were an inspiration to us all."

Lee Jones, Publisher
Inc. Magazine

Max Carey

Presentation Summaries - 2003

The Brand Trilogy™: Creating, Selling and Living the Brand

Do your clients and prospects know what makes your company special? Do they understand why your products and services are different from your competitors? This presentation will teach you how to sustain a competitive advantage while realizing greater marketshare and margins. Max demonstrates, through the use of a performance model, how to establish your own unique selling point and how to communicate that message to your target market.

Economic Darwinism: A Corporate Approach to ‘Survival of the Fittest’

No monkey stories here! Today, it is our marketplace that is evolving. With this process, some companies will survive and prosper while others become extinct. Max uses real case studies from his 22 years of consulting to show how and why some companies get pushed down into generic oblivion, and how to avoid letting it happen to you. The key is to learn how to be the most adaptable. Don't just survive...learn how to thrive!

The Five Manageable Marketing Truths: Our New Rules of Engagement

When a business gets caught in the dangerous cross fire of a struggling economy and commodity-based products and services, traditional sales and marketing efforts will always fall painfully short of the challenges ahead. Max gives his audience an action plan, five new rules of engagement, for fighting back and creating a more stable corporate future. He uses real world examples to illustrate how implementing these Truths can make you impervious to attack.

Excellence in Leadership: The Top Gun Model

As a former Top Gun fighter pilot, Max is often asked to inspire his audiences with ways they can move forward in times of adversity. He uses the three foundational pillars for excellence taught at Top Gun, and intertwines them with the unique business challenges being faced by each individual audience. Interviews are conducted prior to the engagement, so that real solutions are offered. Top Gun hats are awarded at the end of the presentation to recognize key individuals.

Fight...Fight Now! Heroes Step Up to the Change Challenge

“Change” alone is no longer a strong enough word to describe the accelerated pace of business in America. Consider this idea: Your business is functioning exactly as it is DESIGNED to function. That design is creating certain outcomes...both good and bad. If you want different outcomes, you must first change the design – because design drives outcomes before behavior drives outcomes. Is your business/department designed for flexibility, or are you relying on heroic behaviors to make up the difference? Max teaches his audience how to build a template for the designs and behaviors necessary to innovate today's change-driven company.

The Superman Complex: Achieving the Balance that Leads to True Success

Ambition. Drive. Determination. Self-confidence. The Superman Complex is in all of us. It is that insidious tendency for us to respond to increasing business pressures with “more”. More work, more risk, more sacrifice and, ultimately, more guilt. Max takes his audience on a journey of positive revelations about themselves by sharing the very moving (and very funny!) story of his own personal struggle. Based on his widely acclaimed book by the same title, this presentation is a must for all high-achievers and perfect for spousal groups.

Max Carey
Gross Fee Schedule – 2003

Up to 90 Minutes.....\$10,000

Over 90 minutes, up to 3 hours.....\$12,500
(may be divided into two 90-minute presentations)

Full day with workshops.....\$15,000
(includes 100 hard-back copies of Max’s book)

Travels from: Atlanta, Georgia
Travel requirements: Upgradable coach-class ticket

Areas of Expertise

Change
Branding
Marketing
Leadership
Sales Execution
Entrepreneurship

For more information, contact Kenley Blotner at 770-772-4273
Or
Visit www.maxcarey.com for downloadable pictures and videos.

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Partial List of Speaking Engagements

CORPORATIONS

AIG	Lockwood Greene
Alamo Rent-A-Car	Mack Boring
American Express	Merck-Medco Managed Care
American Medical Security	Nation Securities
A. O. Smith Harvestore Products	Outback Steakhouse
Ameritech	Parker Hannifin
Assurex Marketing Group	Phoenix Contact
AT&T	Pitney Bowes
Bank One	Premier Bank
The Campbell Agency	Prudential
Central States Manufacturing	Quaker State
Cigna	Restaurant Concepts
Dendrite International	Swiss Re America
Enterprise Rent-A-Car	Texaco Lubricants Company
IBM	Tokheim
Indus International, Inc.	Travelers
Kemper Insurance	UPS
Kettle Cuisine	Vermeer Manufacturing
Lucent Technologies	Zurich North American

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ASSOCIATIONS

American Society of Interior Designers	Industrial Distribution Association
American Council of Life Insurance	International Formalwear Association
American Machine Tool Distributors Assoc.	Los Angeles Venture Association
American Society of Association Executives	Materials Handling Equipment Distributors
Associated Equipment Distributors	Measurement Control Automation Association
Association for High Tech Distribution	National Association of Floor Coverings
Association of Professional Design Firms	National Assoc. of Wholesaler-Distributors
Battery Council International	National Fed. of Independent Business Owners
Council of Growing Companies (CGC)	National Small Business United
Correctional Industries Association	Printing Industry of Northern California
Columbia University	Process Equipment Manufacturers Association
Convenient Automotive Service Institute	Professional Business & Financial Network
The Executive Committee (TEC)	Sales and Marketing Executives (SME)
Equipment Manufacturers Institute	Safety Equipment Distributors Association
Financial Planning Association	Southern Gas Association
Fluid Power Distributors Association	The Entrepreneurship Institute
<u>Inc.</u> Magazine Symposiums	Uniform Textile Services Association
Independent Insurance Agents of Texas	Young Presidents Organization (YPO)