

KEITH FERRAZZI



As founder and chairman of Ferrazzi Greenlight, Keith Ferrazzi has spent over a decade addressing the behaviors that block global organizations from reaching strategic goals and transforming them into new habits that increase shareholder value. More recently, in partnership with Zappos' Tony Hsieh and Groupon's Brad Keywell, Keith launched Yoi, a digital

onboarding tool that drives transparency, improved coaching, and real-time feedback between busy managers and their new hires. The platform utilizes practice-based learning and quantitative assessments to deliver increased productivity in the workplace.

Keith is the author of the bestsellers *Who's Got Your Back* and *Never Eat Alone*. His writing has also been published in *The Wall Street Journal*, *Harvard Business Review*, *Inc.*, and *Fast Company*.