

KEN SCHMIDT INTRODUCTION

Our next speaker gained wide acclaim for his role in the transformation of one of the most iconic brands in transportation history—the Harley-Davidson motorcycle company.

He's a visionary who understood that a company is more than what it makes or does. He shifted Harley's focus by creating three questions that drove its strategy and elevated the company to new heights in an industry ripe with commoditization.

A thought leader, a motivator, and a master of reframing how we approach the marketplace, he is the author of *Make Some Noise: The Unconventional Road to Dominance* and the host of a popular podcast called, *Tailgating with Geniuses*. He is also co-founder of *Torque Sessions*, a leadership training program that helps individuals and organizations reach new heights of success.

He is here today to take us on a ride in his world. He's going to inspire us with lessons from the motorcycle culture that are the foundation of business success.

Please join me in welcoming, Ken Schmidt.