

Casey Brown - Biography

CASEY BROWN

SPEAKER | AUTHOR | PRICING EXPERT

Casey Brown is a pricing geek and professional speaker with a passion to help leaders, entrepreneurs, and sellers command the prices they deserve. She has helped over 1,000 companies generate over \$1 billion in incremental profits.

In her signature keynote, Casey demystifies customer tactics and arms audiences with practical, ready-to-implement steps to negotiate fearlessly, price confidently, and make more money. Her TED talk has been viewed nearly 4 million times.

Casey's best-selling book, *Fearless Pricing*, is the ultimate guide for business owners who want to ignite their team, own their value, and command the prices they deserve.

She is the founder of Boost Pricing, where she leads a team of experts who help companies discover their true pricing power, sell at higher prices, and watch their profits rise as a result.

Casey's decades-long reputation as a pricing expert arose from pioneering innovative pricing content, formulating and executing pricing strategies, and coaching and training teams to drive culture change and achieve dramatic, sustainable results.

Casey is fluent in Spanish, is a certified Six Sigma Black Belt, and holds degrees in Chemical Engineering, Spanish, and Business.

She volunteers over 600 hours annually around the world, focused on meeting children's basic needs. She lives in Columbus, Ohio, with her family.