



Tony Alessandra, PhD, CSP, CPAE

Dr. Tony Alessandra helps companies achieve market dominance through specific strategies designed to outmarket, outsell, and outservice the competition.

Dr. Alessandra has a street-wise, college-smart perspective on business, having realized success as former a graduate professor of marketing, entrepreneur, business author and keynote speaker. He earned his **BBA, MBA** and **PhD**, all in Marketing, from the University of Notre Dame, University of Connecticut, and Georgia State University, respectively.

Dr. Tony Alessandra is president of **AssessmentBusinessCenter.com**, a company that offers online 360° assessments; Chairman of **BrainX.com**, a company that created the first Online Learning Mastery System™; and is the founding partner of **Platinum Rule Group (www. PlatinumRuleGroup.com)**, a company that provides corporate training and consulting based on *The Platinum Rule*®.

Dr. Alessandra is a widely-published author with 14 books translated into 17 foreign languages, including *Charisma, The Platinum Rule, Collaborative Selling, and Communicating at Work*. He is featured in over 50 audio/video programs and films, including *Relationship Strategies, The Dynamics of Effective Listening, and Non-Manipulative Selling*.

Dr. Alessandra's television program, "People I.Q." is currently aired on the DISH Satellite Network and on TSTN – The Success Training Network.

Recognized by *Meetings & Conventions Magazine* as "one of America's most electrifying speakers," Dr. Alessandra was inducted into the Speakers Hall of Fame in 1985, and is a member of the Speakers Roundtable, a group of 20 of the world's top professional speakers.

What is it about Tony Alessandra that gets audiences excited? It's really very simple. He reaches people — from the Board of Directors to the front-line folks in the trenches. He gets across new, important information "with a lot of snap" — so people can grasp it, remember it, and use it. He offers audiences practical ideas that produce profitable bottom-line results. Tony's polished style, powerful message and proven ability as a consummate business strategist consistently earns rave reviews.