

Alan Adler

President/CEO at Alan Adler Associates Inc.

Huntersville, NC, US

Being Extraordinary to Succeed in Today's NEW NOW!

Biography

I am a Speaker, Author and Business Coach. My passion is sharing and implementing today's secrets to attracting & keeping customers & employees. These secrets also drive performance, increase profit and add value in today's NEW NOW. I am the former owner & COO of a multimillion \$ business, a nonprofit director, founder of Strategic Market-Plan Workshops, a CRM pioneer and author of two revealing books, UpStream?Are YOU Ready to Turn YOUR Business Around? and Getting the Fish to Swim To YOU & Keeping Them in YOUR Boat. People say that I "bring fresh eyes & fresh ideas to stockholders and stakeholders!" I reside in Huntersville, NC. My presentations will: Reveal what extraordinary businesses are doing to meet current and emerging market trends! Reframe "great" leadership & illustrate business-specific cultures that are highly effective in a recessionary market . Demonstrate how strategic market planning enhances autopilot thinking, preventing false starts, failed initiatives and wasting resources.

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Public Relations and Communications, Management Consulting

Areas of Expertise

Attracting & Retaining Customers

Sample Talks

Antibiotics For Business

Antibiotics For Business chronicles what a handful of organizations are doing today, and how they're doing it to generate remarkable performance and results, despite difficult market and economic times. Attendees also experience the principles of how to integrate evolving customer & employee expectations to create the "perfect storm" of stake-holder satisfaction

Event Appearances

Public Relations Society of America

Monthly meeting

Hugh O'Brian Youth Leadership Conference SC
30th Anniversary

Mystery Shopper Provider's Association of North America
Annual Conf

Today's Secrets to Effective Networking
First Citizens Bank Summer Off-Site Meeting

Today's Secrets for Attracting & Keeping Customers & Employees
Financial Executives Networking Group

Today's Secrets for Attracting & Keeping Customers
Commerce Club

Antibiotics for Business
National Assoc of Women Business Owners (NAWBO) Charlotte

Education

Wayne State University
BA in Education Integrated Communications/Education

Wayne State University
Masters coursework & internships Marketing Communications

Communispond
Certificate of Excellence Public Speaking

Testimonials

Donna Dilanni

We were honored to have Alan Adler, author of "Getting the Fish to Swim to YOU & Keeping Them in YOUR Boat," as our Keynote Speaker. His presentation, ? Moving From Being Good to Being Great? received a standing ovation from the more than 750 people in attendance. He also took the lead as our Program Developer, to help make SCHOBYS 2011 the most successful, effective, and dynamic leadership weekends, yet! SC HOBY is very appreciative of Alan's time, effort, and energy he shared with our 30th Anniversary Celebration OF SC HOBY LEADERSHIP SEMINARS! We highly recommend you, your book, your talents, experiences, and abilities to TRANSFORM ANY PROFESSIONAL and/or PRIVATE EVENT!!

Jack Woerner

"Alan says exactly what he means and generally, it is the correct answer. As an author, speaker and coach he will reinforce your thought process and teach you strategic thinking. Alan listens to others and incorporates his thinking with other's opinions. Based on his structured approach to business matters, he will simplify the tough decisions and allow you to take action." June 12, 2012

Bob DeMers

"I've had the great pleasure of watching Alan present on several occasions. Alan carries with him a wealth of experience, knowledge, and expertise about the ins and outs of business development. As a presenter, he is articulate, passionate, and engaging as he in sharing his business expertise with his audience. He is passionate, thoughtful, well-organized, highly relevant, and very easy to relate to. He is a terrific guide to successful business marketing. Alan is the real deal, and I highly recommend him to present to your group and help take you or your business to the next level." January 11, 2011

Chuck Sawicki, MBA

"Alan Adler is one of the most creative speakers and marketers who I refer business owners to help grow their business. His seminar's on "Today's Secrets" is one of the best presentations to learn how to deal with the "new, super-competitive economy," ways to attract customers, ways to keep employees and new ways to market. You'll learn more from Alan Adler about marketing than a two-year MBA I earned.

Paula Harvey, SPHR, GPHR

"Alan is an engaging and creative speaker. I was impressed with his knowledge of leadership, marketing and HR topics. He is very detail oriented and realistic. I would recommend him to any organization looking for an outstanding presentation."

Dan Kensil

"Alan is a dedicated speaker with a well deserved reputation for delivering results. He employs powerful presentation to share his passion for excellence and he is an effective communicator who can craft and deliver client messages that produce desired outcomes!"

Jack Brayboy

"I had the pleasure of working with Alan as we created a video profile of him for our Charlotte Small Business Spotlight TV show. I found Alan to be extremely engaging and knowledgeable in his field of expertise. He has total command of his marketing systems and he's a brilliant communicator. I would urge anyone to take advantage of his vast experience and use his presentation skills to help motivate and improve your business or groups."

Jennifer P. Franklin

"It is a pleasure for me to recommend Alan Adler. I found his recent talk, "Today's Secrets for Attracting & Keeping Customers & Employees," to a group of business professionals both entertaining and informative. Filled with fun facts and stories, it would be appealing to any serious decision-maker. Having the pleasure of reading his book, beforehand, I enjoy his brand of strategic thinking. Alan's diligence, enthusiasm and energy make it easy for an audience, his readers and or, clients to gain expertise in "getting the fish to swim to them and keeping them in their boat."

Gary Nowicki

?Recently attended (for the second time) another of Alan's speaking engagements. He presentations are informative, engaging and fun! Highly suggest to attend one in your town or enjoy his book. Alan is "way ahead" of the rest with his thinking for large and small business alike!! He clearly understands the importance of a true ultimate Customer experience!"

Felix Nater

?Every now and then you attend a business presentation that exceeds your expectations. Alan surprises you by his keen appreciation of others but especially the people in front of him. After watching him present he leaves you feeling like you've known him for years. Alan's seminars are not full of typical marketing technical jargon or hard to follow. Rather they are a condensed version of essential information he acquired on the way to understanding today's market. Alan's a storyteller, taking diverse but relative business factors and connecting them into a series of short stories full of mini-strategies. If you are looking for an innovative speaker, passionate about his beliefs and committed to excellence, reach out to Alan Adler."

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