

Ken Bator

Owner at BTC Small Business

Orange, CA, US

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Biography

Ken Bator has over two decades of experience in helping organizations save money, make money, and just plain surviving. Over his career as a management and marketing expert he has served as an executive of three different financial institutions throughout the country and has assisted several small to medium-sized businesses to reach new levels of effectiveness. As President of BTC, Ken Bator has facilitated several training and strategic planning sessions for many organizations since 2001. He is also a co-founder of the Police Officers? Credit Union Conference. Bator has earned a BS in Finance and an MBA in Entrepreneurship from DePaul University as well as a Certificate in Integrated Marketing from the University of Chicago. His articles have appeared in many trade publications including The Credit Union Journal and ABA Bank Marketing. Bator is the author of The Pocket Guide to Strategic Planning: The 90-Day Quick Fix for the Business Owner or Manager.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Business Services, Banking, Management Consulting

Areas of Expertise

Strategic Planning, Marketing Strategy, Branding and Culture Building

Affiliations

Long Beach Area Chamber of Commerce, Relationship Building Network, DePaul University's ASK Program (Alumni Sharing Knowledge)

Sample Talks

Branding the Experience

Great companies don't simply brand their marketing communications, they brand their culture. Learn techniques on how to "walk the talk" by creating a well-branded experience for your customers and employees.

Event Appearances

Branding the Experience
NJCUL Convention

Strategic Planning for Small Organizations
POCU Conference

Education

University of Chicago
Certification Integrated Marketing

DePaul University - Charles H. Kellstadt Graduate School of Business
MBA Entrepreneurship

Testimonials

Barbara Agin

?Ken Bator facilitated a breakout session entitled "Branding the Experience" at the NJ Credit Union League's 76th Annual Meeting & Convention. I found Ken easy to work with, very energetic and based on the reaction of his session participants, I will definitely work with him again! Thanks Ken.?

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