



## General Introduction / BIO For Dr. Jeffrey Magee – CBE, CSP, CMC, PDM

... has been called one of today's leading "Leadership & Business Growth Strategists." Today, under Jeffrey Magee, LLC, Magee works with

C-Suite, Business Leaders, Military Generals & CEO2CEO Peer Groups across America. *And he is selling every day, just like you!*

Jeff is the Author of more than 23-books, translated into 21-languages, three college graduate management text books, four best-sellers, and is the Publisher of *PERFORMANCE/P360 Magazine* ([www.ProfessionalPerformanceMagazine.com](http://www.ProfessionalPerformanceMagazine.com)), former Co-Host of the national business entrepreneur program on Catalyst Business Radio (<http://www.catalystbusinessradio.com/index.php>), and a Human Capital Developer for more than twenty years with [www.DrJeffMagee.com](http://www.DrJeffMagee.com).

### **Professional Credentials:**

Magee is committed to professional excellence for you his client and his on-going certification credentials are significant. Along with advanced degrees, he is a *Certified Board Executive (CBE)*, *Certified Speaking Professional (CSP)*, a *Certified Management Consultant (CMC)*, and a *Certified Professional Direct Marketer (PDM)*.

### **Experience:**

Dr. Jeffrey Magee brings over three decades of Executive and Corporate Development expertise, with the last decade working in both the Fortune 500 industry, start-up to mature-growth market business sector, Associations and on-Profits, to working with differing State National Guard Adjutant Generals across America. Jeff has and does maintain long term clients working with Association and Organizations at the Board level and across the C-Suite. Beyond this, the importance of working with an organizations entire Human Capital platform from on-boarding, integration, and sustained engagement is critical for an organizations health blue-print. Jeff works with organizations (profit and not-for-profit, private and public sector) in the multi-million-dollar earnings market through to six-billion dollar earnings market.

Understanding the reality of hard work ethics and drive from an early age, raised on a farm, Jeff started his first business at age 15 and sold it before going to college. By age 24, he was recognized by American Home Products a Fortune 500 company as its top salesman in the nation, while at the same time becoming the youngest certified sales instructor for the **Dale Carnegie Sales Course**. After experiencing downsizing in 1987, he went on to work as a sales associate for the nation's largest educational and youth advertising/marketing firm, Target Marketing, and was promoted to Vice President of Sales and Chief Operating Officer within two years.

### **Recognitions:**

He has been recognized as one of the “**Ten Outstanding Young Americans**” (TOYA) by the U.S. Junior Chamber of Commerce, and twice selected to represent the United States at the World Congress as a Leadership Speaker (Cannes, France and Vienna, Austria). A three-term President of the Oklahoma Speakers Association and twice awarded their Professional Speaker Member of the Year, today, the Chapter's outstanding member of the year is awarded the “*Jeff Magee Member of the Year Award*.” Jeff served for four years as an appointed Civil Service Commissioner (Judge) for the City/County of Tulsa Oklahoma, before relocating to Montana.

### **Work History/Today:**

Today, Magee is the author of the nationally syndicated “Managerial-Leadership” column targeted towards business owners and the C-Suite that you may have seen in your local business newspaper and serves as the publisher of **Professional Performance Magazine®/PERFORMANCE360** – a Quarterly success achievement publication with editorial contributions for the World's leading personalities.

<https://www.drjeffmagee.com/professional-performance-magazine.cfm>

Jeff is the author of more than 20 leadership, performance, and sells books that have been transcribed into multiple languages including four best-sellers. In fact, his text, **Yield Management™** has been a #1 selling graduate management school textbook with *CRC Press*, while **The Sales Training Handbook™** by *McGraw-Hill* was an instant best seller and has been transcribed into more than 20 languages. And his classic **it! How To FIND It, GET IT, KEEP It & GROW It™** selling book that provides immediate strategic and tactical performance ideas for business selling success in the field. While his newest books **it!** and **Your Trajectory Code™** released January 2015 by *John Wiley, the world's largest trade book publisher*, are best-sellers. **The Managerial-Leadership Bible™, Revised Edition** his fourth college text book released

also in 2015 by PEARSON EDUCATION, the world's largest academic text book publisher is changing how people look at human capital development and engagement!

<https://www.drjeffmagee.com/books.cfm>

His signature managerial-leadership engagement development series **THE LEADERSHIP ACADEMY OF EXCELLENCE®** (<https://www.drjeffmagee.com/leadership-academy.cfm>) is utilized by many of the Fortune 100 firms, the ARMY National Guard, Federal Reserve, Farm Credit Banks, as well as Entrepreneurial business owners today at the C-Suite level and as an interactive engaged managerial-leadership effectiveness series with senior leaders. Understanding human capital performance and talent development, Jeff has a unique lens for revenue generation in everything he does and this is enhanced with his extensive sales training and coaching options for B2B and B2C utilization.

In 2001, Magee was commissioned to design, train, and present a new series of national leadership and sales recruitment programs for more than the 3,500 professional sales recruiters and sales managers with the **U.S. Army National Guard**. For this he has subsequently received the prestigious **Commander's Coin of Excellence**.

In 2010, while merging his business JEFF MAGEE INTERNATIONAL (Tulsa, OK) of 20 years with WesternCPE (Bozeman, MT), managing and developing a staff of more than 140 professionals, he steered a business from near financial collapse to significant profitability in a billion-dollar market segmentation. While expanding market opportunities, deliverables, and creating new revenue streams, Magee also created more than 2,000-hours of accredited CPE human capital professional development and leadership courseware.

Simultaneously Magee was recognized as **The U.S. Small Business Commerce Association (SBCA)** 2010 Best of Business Award in the Lecture bureau category. The SBCA Best of Business Award Program recognizes the best of small businesses throughout the country. Using consumer feedback and other research, the SBCA identifies companies that we believe have demonstrated what makes small businesses a vital part of the American economy. The selection committee chooses the award winners from nominees based off information taken from monthly surveys administered by the SBCA, a review of consumer rankings, and other consumer reports. Award winners are a valuable asset to their community and exemplify what makes small businesses great.

In 2011, Magee un-merged from WesternCPE to continue with his own firm **JeffreyMagee.com** (*Leadership Training & Technology/What You Need To Succeed!*), and has been a regular content provider to AICPA, WesternCPE, Boomer Consulting, iShade, CPELink, and many of the Fortune 500 Firms and Government Agencies, as well as appearing regularly at major conventions and conferences around the World. Twice invited to Keynote at the World Congress (Cannes, France and Vienna, Austria), Jeff is known to many as the "*thought leaders, thought leader!*"

With more than 2,000 hours of accredited CPE/CLE courseware and consulting deliverables for CPAs, EAs and Attorney's, Jeff has worked with and trained some of America's leading Subject-Matter-Experts (SMEs) within America's top consulting, accounting and legal organizations!

Over the past two decades leading training and development organizations such as Fred Pryor Seminars, SkillPath Seminars, CareerTrack Seminars, American Management Association, the Conference Board, AICPA, and Fortune 100 training enterprises have contracted with Magee to design courseware for them and provide train-the-trainer programs to equip others with his technologies to lead countless others to performance excellence around the World.

The *London Business Gazette* has hailed Jeff as “*An American Business Guru.*” Recipient of the prestigious United States Junior Chamber of Commerce’s “Ten Outstanding Young Americans” (TOYA) Award, former President George Bush and the U.S. Army National Guard recognized him with the high honor of the “**Total Team Victory & Freedom Award.**” For leading their more than 5,000 military Recruiters to be able to execute successful selling strategies to exceed their selling mission.

### **SELLING Centric:**

Today, Magee is the writer of *Performance Driven Selling™* and *Performance Driven Recruitment Selling™* a weekly syndicated article series on selling that appears nationally in newspapers, on-line as a newsletter and blog with more than 1,000 articles in this category alone.

Jeff is the author of the McGraw-Hill best-selling institutional and collegiate text book, *THE SALES TRAINING HANDBOOK™* with 52-weekly selling self mini-seminars for business owners, sales managers and sales trainers to easily use with their teams weekly. This book has been translated into 21-languages, for readership application across the Globe. Other selling specific centric works by Magee include the wildly successful book *it! How To Find It, Get It, Keep It & Grow IT™*, a book of more than 400 immediate applicable selling strategies and techniques address the 360-degrees of selling, the *it! How To Find It, Get It, Keep It & Grow IT™* CD Series of the same name with more than 100 power Podcasts, and his best-selling DVD Series *Performance Driven Selling™!*

Jeff has also designed a series of 25-webinars in the *Performance Driven Selling™* for on-line LMS integration and for client use in their offices with new and veteran selling professionals.

To add to the science and art of peak performance, Jeff has for more than 20-years served as the Publisher to *Performance Magazine™*, whereby the world’s most successful individuals share their strategies, techniques, secrets and insights to accelerated success. Legends of the selling and human improvement space have written for Jeff and have shared stages with one another – *Zig Ziglar, Tom Hopkins, Mark Victor Hansen, Jack Canfield, Sharon Lechter, Tony Robbins, Les Brown, Harvey MacKay, Stephen Covey* and many more - <https://www.professionalperformancemagazine.com/>