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University of Tulsa

*Kelly Riggs*

Kelly Riggs is the founder and president of Vmax, a business performance improvement company located in Broken Arrow, OK. Widely recognized as a powerful speaker and dynamic trainer in the fields of leadership, sales development, and strategic planning, Kelly is a Registered Corporate Coach (RCC) with the World Association of Business Coaches. He has spent the last twelve years teaching and training organizational leaders in sales and executive management, and his passion is developing people-focused managers and high-performance salespeople. Kelly's first book, entitled *1-on-1 Management™: What Every Great Manager Knows That You Don't*, was released in Spring 2008, and he is currently working on his second book, *1-on-1 Selling™: How to Win More Sales, Defend Your Margins, and Build Your Brand*, scheduled to publish in 2010.

Since forming Vmax in 2006, Kelly has provided leadership training for the University of Oklahoma JCPenney Leadership Center, been selected as the leadership trainer for the Oklahoma Associated General Contractors and Constructor's Leadership Council, become a founding member of the newly formed Broken Arrow Business Institute, and appeared before a subcommittee of the Oklahoma State House of Representatives to address "Factors That Impact Employee Engagement and Performance."