

Neen James

Introduction

The best companies know that competing in today's marketplace isn't just about having the best product or the hottest new thing — it's about staying top of mind for our busy clients.



But staying top of mind becomes harder and harder in a world with so many distractions, so many options, and so many providers promising to deliver. So how do we stay at the top while continuing to grow our business in a way that secures our place as industry leaders?

Our speaker today has been on a mission to answer that exact question.

Over the past two decades, she has been advising some of the coolest companies in the world, including Comcast, Paramount Pictures, Four Seasons, Virtuoso Travel, and even the FBI to help them implement strategies that challenge the status quo with this fundamental principle: when you communicate differently, you own mind share, and when you focus more intentionally, you increase market share.

She's the author of (several) books, including *Folding Time™* and *Attention Pays™* and is working on her next book based on research she commissioned, which is the first of its kind in the world and shows that luxury isn't about things— it's a mindset.

As a leadership strategist, she's the confidante to many CEOs of luxury and legacy brands and today, she will share with us lessons from working with global brands to help them elevate every experience.

Please join me in welcoming NEEN JAMES, originally from Sydney, Australia, now a proud US citizen, speaker, author, and unofficial champagne taste-tester!