

Rick Barrera



Rick Barrera is a nationally acclaimed speaker, marketing consultant and author, known throughout the Fortune 500 for his extraordinary speaking ability and his unique approach to brand building. His research on the strategies used by breakthrough brands like Apple, American Express, Lexus, Minute Clinic, Southwest Airlines, Starbucks, Google and ZipCar will change your thinking about marketing forever.

Rick has helped hundreds of companies change their mindsets and re-invent their systems to move away from industry norms into unique positions of value creation for their customers. His impressive client list includes Abbott Labs, AutoZone, Bayer, Caterpillar, Harley-Davidson, IBM, Intel, Merrill Lynch and Verizon.

In his newest bestselling book, “Overpromise and Overdeliver: How to Design and Deliver Extraordinary Customer Experiences,” (Penguin) Barrera delivers a shortcut to marketplace dominance. He demonstrates how aligning branding, strategy, sales and customer experience can strike a devastating blow to competitors and drive dramatic increases in profitability.

Drawing on extensive research and more than 20 years of in-the-trenches experience, this breakthrough program shows how simplification and alignment enables the building of global brands in record time. Rick offers practical advice you can use to immediately differentiate your products, services and company to be in a category of one. Overpromise and Overdeliver offers powerful and easy-to-apply lessons for senior managers, supervisors and front line teams.

Rick’s previous books include Non-Manipulative Selling (Prentice Hall), Collaborative Selling (John Wiley and Sons) and The Dollars and Sense of Exceptional Service Delivery.

Rick’s trademark **Deep Customization**, is unparalleled in the speaking industry. His depth of corporate experience, research and education ensures that he will actively engage even the most discriminating audiences.