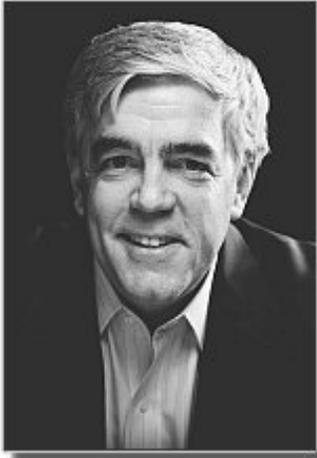




# CAPITOL CITY SPEAKERS BUREAU

*We help you thrill your audience!*

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## Dirk Beveridge

*Travels from:* Illinois

*Fee Range:* \$10,001 - \$15,000

William Taylor, Co-Founder of *Fast Company* magazine said of Dirk: "Every field has its rabble rousers, change agents, thought leaders-people with the wisdom to understand the past and the creativity to conjure up a new vision for the future. In the field of wholesale distribution, Dirk Beveridge is that thought leader."

As one of the country's most outstanding speakers, Dirk delivers a new voice, a new energy and a new outlook.

Dirk's custom-tailored presentations deliver original, proven and often disruptive thinking. His energy and passion for excellence are infectious and inspires audiences to step from the zone of comfort to unleash the urgency of change. Beveridge is routinely asked to speak on innovation, business strategy, sales and leadership.

Dirk's best-selling book *INNOVATE! How Successful Distributors Lead Change In Disruptive Times* has been called, "Indispensable," "A must read" and "One of the best business books I have ever read" by CEOs. Writing about *INNOVATE!* former Supreme Allied Commander at NATO, Admiral James Stavridis (Ret) observed: "At the heart of any healthy industry is innovation -- the ability to change as circumstances dictate with agility and intelligence. In *INNOVATE!* Dirk Beveridge provides a roadmap for creating innovation. This is an instant classic, and has wide applicability not only in the complex world of distribution, but in the widest sense."

As an entrepreneur, Beveridge noticed that innovation was bypassing distributors and founded UnleashWD in 2012, which is setting a bold agenda for over 300,000 businesses. This one-of-a-kind and essential summit has helped hundreds by delivering an outstanding, immersive experience through amazing speakers, inspired networking and relevant tools.

For over 25 years as a consultant to a wide range of companies, Beveridge has helped leading firms align, focus and strengthen their sales and leadership strategies to remain relevant, outperform the market and provide deeper value to customers.

### *Most Requested Programs...*

- Innovate: How Successful Businesses Lead Change in Disruptive Times
- Transformative Leadership: Fostering a Culture of Innovation & Excellence
- Sales & Marketing Relevance in the Age of Disruption
- Obliterate Sameness & Commoditization: Magnetic Value Propositions