



Kevin Allen

- SOUGHT-AFTER BUSINESS DEVELOPMENT ADVISOR
- ENGAGING WORKSHOP LEADER & KEYNOTE SPEAKER
- EXPERT ON COACHING COMPANIES & INDIVIDUALS TO CONSISTENTLY "WIN"

Kevin Allen is an expert in business development and in leading companies to achieve their ambitions. He spent two decades on the front lines of business development at the top of advertising giants McCann-WorldGroup, the Interpublic Group and Lowe Worldwide and is recognized as one of the advertising industry's most accomplished growth professionals. A much loved and respected new business guru, one of his close colleagues coined him the Billion Dollar Man!

A veteran of the Interpublic Group and a "Mad Man" of agency McCann Erickson, Kevin worked with such brands as MasterCard, developing the globally famous "Priceless" campaign, Microsoft, Marriott, Smith Barney, Nestle, L'Oreal, Lufthansa and Johnson and Johnson. At McCann, he created what is arguably one of the industry's most envied new business programs, which named McCann Worldgroup the number one agency in new business and Global Agency of the Year, two years in a row.

As Lowe Worldwide Vice Chairman he played a pivotal role in the turnaround that named the company Ad Age's "Turnaround Agency of the Year" in 2009. Over the course of his career, Kevin's unique approach has played a leading role in bringing hundreds of millions of dollars in new billings to his agencies.

Kevin's experience extends globally and across a wide range of sectors including commercial, government and not for profit fields. He was an early part of Rudy Giuliani's team that prepared the way for the successful Mayoral election and turnaround strategies for the City of New York.

Kevin Allen is a highly skilled growth professional and is uniquely positioned to teach companies and individuals - how to "win".

NEW KEYNOTES

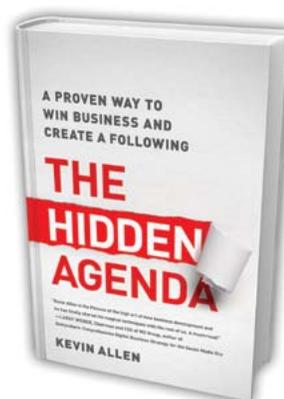
THE HIDDEN AGENDA: A PROVEN TO WAY WIN BUSINESS AND CREATE A FOLLOWING

Pitches are made in business every day — to win the account, convince a colleague or sell a vision to the Board of Directors, but people ignore the most basic component of making the sale — decisions are made by people, and people have unspoken needs and agendas. Kevin Allen has recognized that by identifying these needs, and connecting the pitch directly to it, you win. In this compelling presentation, Kevin Allen demonstrates how- not to persuade- but to compel people to follow you. The Hidden Agenda provides audiences with his winning strategy and concrete steps to identify "who" they are talking to, "what" elements they can connect with, and "how" to meaningfully engage their audience to more consistently and predictably "win".

CREATING WINNERS THE MARKET IMPERATIVE

Kevin shows business leaders how to infuse the spearpoint of what the company brings to the market as the ultimate galvanizer. He takes the audience on a journey to find their *Real Ambition*, *Credo* and *Core* as a means to direct their collective efforts at the only audience that matters - the ultimate customer. No matter where in the organization, Kevin brings unity of propose through the power of the lens of the marketplace. Participants leave highly motivated in the knowledge that who they are and what they believe connects with the underlying desire of their company's customer and how this understanding will lead their company to win.

BRING KEVIN ALLEN AND THIS TRANSFORMATIVE BUSINESS APPROACH TO YOUR ORGANIZATION



AUDIENCE:
C-Level executives, high potential leaders, key managers – in short, anyone mandated with propelling their business forward and maximizing their company's effectiveness.

CATEGORIES:
Leadership, Organizational and Team Development, Change Management, Sales Management, Business Author

ENGAGEMENTS:
Wharton's Future of Advertising Project, The World Federation of Advertisers, The Chartered Institute of Marketing - Women in Marketing forum, The Marketing Academy Speaker Series, Omnicom, BBDO, Grey, Swedbank, Nokia, European Business School of Regents College London, Columbia University Graduate School of Business, and more.

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