

# Alan Parisse. MBA, CSP, CPAE

"One of the Top 21 Speakers for the 21<sup>st</sup> Century"

- Successful Meetings Magazine



## Healthcare BIOGRAPHY

Why hire someone who rose from garbage collector to Wall Street executive to speak in healthcare? Because he has been there, done that and done it well, for hospital systems and their associations, physician and nursing groups, physician executives and pharmaceutical and insurance companies.

**Alan Parisse has helped healthcare executives, medical professionals and pharmaceutical sales teams with relevant messages on leadership, sales and cycles of change that allow them to recognize, adapt and thrive in an ever-evolving industry.** He explains how competing in the future depends on the ability of individuals and organizations to move with a quick and easy grace – with an enthusiasm for new problems and new ways of thinking, being, and acting. The insights and strategies Parisse shares are the culmination of a career dedicated to finding new ways to harness the forces of change and shape the future.

**Parisse's knowledge of the healthcare universe comes from an insider's perspective.** As a doctor's wife, he lived through the frustration and satisfaction of medical school and residency. More importantly, over a decade of daily bicycle rides with one of the world's foremost leaders in medical education has yielded a depth of understanding not usually afforded to outsiders.

Inducted into the National Speakers Association's Hall of Fame, his expertise, consistency, and preparedness led Successful Meetings Magazine to name Alan "One of the Top 21 Speakers for the 21st Century."

Alan has written and co-authored numerous books and audio programs including: ***This Is Your Time, Taking Charge: Lessons in Leadership, 101 Best Marketing Ideas*** and ***The Great Salesperson***. His ideas have been cited in business publications including: ***The Wall Street Journal, Business Week, and Barron's***.

With articles appearing in numerous publications, including ***Executive Excellence, Medical Product Sales*** and ***Pharmaceutical Representative***, he has been a guest lecturer at **University of Colorado School of Medicine, Stanford, Wharton, Case Western Reserve, UC Berkeley and UCLA**.

Now a lifetime away from his garbage collection days, Alan has traded trash for a bicycle and a pair of figure skates.

## Education & Professional AFFILIATIONS

**INDUCTEE:**

Speaker's Hall of Fame

**MEMBER:**

NSA's Committee on Expertise Co-Chair

**DESIGNEE:**

Certified Speaking Professional

**MEMBER:**

National Speakers Association

**MEMBER:**

Beta Gamma Sigma – National Honorary Business Fraternity

**EDUCATION**

MBA – University of Arizona

# Health Care Clients Served – PARTIAL LIST

## Associations

American Association of Homes and Services for the Aging  
American College of Healthcare Executives  
American College of Physician Executives  
American Health Care Association  
American Hospital Association  
American Optometric Association  
American Osteopathic Hospital Association  
American Society of Health-System Pharmacists  
Group Practice Improvement Network  
Missouri Hospital Association  
National Association of Boards of Pharmacy  
National Multiple Sclerosis Society  
Voluntary Hospital Association  
Wellness Community of Atlanta

## Hospital Systems

Allina Hospitals and Clinics  
Benedictine Health System  
Daughters of Charity National Health System  
Intermountain Healthcare  
Methodist Healthcare  
Poudre Valley Hospital  
St. Elizabeth's Health System  
St. Mary's Medical Center  
Vantage Healthcare

## Suppliers, Venders, etc.

Abbott Labs  
Accident Funds  
Aetna  
Bausch & Lomb  
Blue Cross Blue Shield  
Bristol Myers Squibb  
CIGNA  
Consorta  
ConvaTec  
Datex-Ohmeda  
Delta Dental  
Dura Pharmaceuticals  
GlaxoSmithKline  
Hawaii Medical Service Association  
Medtronic  
Metpath  
Miles Labs  
Novartis  
Pfizer  
Pharmacia  
Premier Health Systems  
Purdue Frederick  
Western Conference of Prepaid Medical Service Plans

*Your presentation was the highlight of our two days! Thanks to the time and effort spent to understand our company, program and objectives, it was a fantastic presentation.*



*You did an outstanding job and exceeded my expectations. I received nothing but positive feedback from the managers and reps. Your message was heard loudest from the senior sales reps. The district managers will be using your words of wisdom as we move forward with future change.*



*The participants felt you had a true sense of what we're about and what we've been going through. This speaks to your ability as a great listener and one who understands the human condition! You provided just the right mix of humor and targeted message. Thanks.*

