

Alan Parisse MBA, CSP, CPAE

"One of the Top 21 Speakers for the 21st Century" – Successful Meetings Magazine

Expertise: Change, Leadership, Selling in a Changing World and Sustaining Success

Alan Parisse began working at the age of 8, selling newspapers on a New York street corner, working his way through high school, college and graduate school. At the age of 19, while in college, Alan managed a group of New York restaurants with more than 120 employees. Over a 3-month period, he turned a profit in one of the restaurants that had not shown a profit in years.

After graduate school, with only \$6 in his pocket, Parisse joined a small San Francisco investment firm. In just 4 years, he rose to the position of President and C.O.O. Regarded as an expert in his field, he authored 4 books and became the National President of the sector's trade organization. In that capacity, he solved communication problems between the professional and practitioner sides of the business, created the first positive cash flow the organization had ever experienced and established a reserve fund for its future.

His last role in the investment business was with a large investment firm as Senior Vice President, Marketing. Due to changes in tax laws, that part of the investment business ceased to exist and Parisse transitioned to speaking and consulting. In that capacity, he helped companies including CIGNA and NY Life bring non-traditional products to market.

Alan Parisse has held various positions in the investment business. Within those, he was instrumental in the creation, marketing and sales of investments that in today's worth would be valued in the billions. As a speaker, Parisse helps leaders, managers and sales professionals understand how technological advances and global market fluctuations have made speed and agility essential ingredients for success. He demonstrates how changes in the marketplace have mandated a move from a transaction-oriented system to one based on relationships and value added advice. 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 with his audiences are the culmination of a career dedicated to finding new ways to harness the forces of change and shape the future.

"You were sensational. You set the stage for a magnificent Leadership Symposium – as we all knew you would."



"After taking an informal poll of sales managers and sales professionals, simply put, you were awesome! Your ideas, messages and lessons were immediate takeaways that could be put into practice immediately."



"Thank you for a wonderful session. I really appreciate all the research you did to make your message so tailored for our group. As you can see, you were a hit!"



"What a wonderful job Alan did. Many people say he was the best speaker they'd heard during their 20+ year P&G careers."



"Alan was amazing - weaving together history, humor and current scenarios. People have been talking about his presentation for months. It touched everyone intellectually and emotionally."



"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."



"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."



"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."

