



ROSS SHAFER BIO:

Ross Shafer – Six-Time Emmy Award-Winning Comedian, Network TV Host & Best-Selling Business Author

Ross Shafer is a six-time Emmy Award–winning comedian, network TV host, keynote speaker, and business author who has rescued 23 companies from bankruptcy and worked with more than 3,000 corporate clients worldwide. His unique background as both an entertainer and turnaround CEO gives him rare insight into leadership, relevance, and customer loyalty.

On television, Ross became a household name as host of *The Match Game* (ABC), *The Late Show* (FOX), and *Almost Live!* (NBC). His comedy roots and quick wit have made him a trusted emcee and entertainer for Fortune 500 companies, where he combines humor with deeply researched business strategies to inspire audiences.

As a business thought leader, Ross has written 10 best-selling books, including *Nobody Moved Your Cheese*, *Customer Empathy*, *No More Customer Friction*, and *RATTLED*. His proprietary **WOW vs. POW method** has revolutionized how organizations think about customer experience—showing that loyalty is built not by flashy perks but by eliminating the frustrations and pain points that drive people away.

Ross’s influence has reached companies like Apple, Microsoft, Hilton, Toyota, FedEx, Adobe, Charles Schwab, and United Airlines, along with countless associations and government organizations. His work has been featured in national media, and in 2025 he joined Joel McHale and Jaylen Brown in honoring his longtime friend Bill Nye at Nye’s Hollywood Walk of Fame star ceremony—an especially full-circle moment since Ross was the one who first coined the name “Bill Nye the Science Guy.”

Whether he’s delivering a funny and unforgettable keynote, hosting a corporate event, or authoring game-changing business insights, Ross Shafer is a proven expert at helping organizations stay relevant, build loyalty, and thrive through change.

SHORT BIO:

Ross Shafer is a 6x Emmy-winning comedian, TV host, and best-selling author who’s rescued 23 companies. His WOW vs. POW method shows leaders how to stay relevant, build loyalty, and thrive through change—with humor and impact.