



Larry Broughton is an award-winning entrepreneur and CEO, bestselling author, serial entrepreneur, and keynote speaker. As a former US Army Staff Sergeant, serving 8 years on Special Forces A-Teams (commonly known as the Green Berets), Larry has parlayed the lessons learned from his time in service to his country and applied them to the business arena attaining extraordinary success. **CBS News** has called Larry "the nation's foremost expert on leadership and entrepreneurship."

He is the Founder & CEO of broughtonHOTELS, a veteran in the boutique hotel industry; and The VICTORY Masterclass, an inspirational learning forum for entrepreneurs, leaders, and high achievers. Larry has received dozens of business awards, including Ernst & Young's **Entrepreneur of the Year**® and Passkeys Foundation's **National Business Leader of Integrity**.

Larry has authored books and hundreds of articles on leadership, team building, and entrepreneurial significance, including his Amazon #1 bestseller, **VICTORY: 7 Revolutionary Strategies for Entrepreneurs**, and **FLASHPOINTS for Achievers**. His upbeat, creative approach to business and life has been featured in newspaper and magazine articles across the country and he's been a guest on news and TV programs on every major network, including regular appearances on **MSNBC, CNBC, and Travel Channel**.

Larry has presented to, coached, and mentored thousands of current and aspiring leaders and entrepreneurs across the country. He has delivered keynote addresses and training programs on topics including entrepreneurship, leadership, and mindset to Fortune 100 firms, including **Walmart, Cutco Corporation, Turner Broadcasting, and Toyota/Lexus**, as well as universities, non-profits, medical facilities, and even the **Pentagon's** Office of the Chairman of the Joint Chiefs of Staff.

In his continued commitment to make a positive impact, Larry serves as a Director of **Raven Drum Foundation**, a non-profit committed to serve, educate, and empower Veterans, first responders, and trauma survivors through innovative wellness-support programs.

Larry attended the Executive Program at the prestigious **Stanford University**, studied Russian at the world-renowned **Defense Language Institute**, and Political Science at the **University of California Santa Barbara**.

For more information on Larry, please visit [www.TheLarryBroughton.com](http://www.TheLarryBroughton.com).