

# BRETT CLAY

## Biography

Brett Clay, a veteran of two decades in international sales and marketing management, is the founder and CEO of the innovative Change Leadership Group, a sales training company specializing in the areas of change leadership and business performance.

He is the author of *Selling Change: 101+ Secrets for Growing Sales By Leading Change* (ARIVA Publishing, January 2010). It builds on his first book, *Forceful Selling: How You Can Achieve Explosive Growth by Harnessing the Forces of Change*, which is a study in the psychology of change and the forces that drive it.

Clay, a speaker, sales trainer, and business consultant, has held vice president roles in sales, marketing, and business development at numerous high-technology companies, and was most recently at Microsoft Corporation.

Over the past 20 years, Clay has demonstrated a passion for driving teams and delivering execution that consistently outperforms the competition and helps capture market share. At one technology company that was suffering from a precipitous decline in revenue, Clay built a new sales organization from the ground up and instituted new sales and services processes, that helped grow revenue from \$30M to \$65M.

The number one question Clay has been addressing since the earliest days of his career has been: How can a business compete in a global marketplace where buyers have access to the best solutions at the most favorable prices? He confronted this challenge while serving as a product marketing engineer, selling computer chips into Taiwan, South Korea, and Singapore in the late 1980s. Over the years, he has also marketed and sold computer software, supercomputers, telecommunications equipment, and professional services. Through these high-ticket sales, he developed a deep passion for business value and leadership. After many years of managing and mentoring marketing and salespeople he developed his trademarked Change Leadership Framework®, the subject of his books.

He earned a Master's Degree in Business Administration from Santa Clara University and a Bachelor's Science Degree in Electrical Engineering from Colorado State University. He is also a certified Project Management Professional (PMP).

He resides in Bellevue, Washington.

For more information, please consult: [www.changeleadershipgroup.com](http://www.changeleadershipgroup.com).