

## Dr. Richard B. Greene, DBA Speaker Introduction



Today's speaker is a 7-time Ironman Triathlete, performance expert, and business coach. His IronMind Code Sales Success Formula has been featured on ABC, CBS, NBC and Fox.

His client list includes Microsoft, Whole Foods, Target, JP Morgan Chase, CVS, Coors, The Mayo Clinic and Coca-Cola among many, many others.

He has more than 30 years' experience as a successful sales professional across a variety of industries, helping his clients sell well over 100 million dollars in business.

Ten years ago, he had a wake-up call that transformed him from an obese coach potato, whose only 6 pack was his favorite beer, to a 7-time Ironman triathlete.

In the process, Dr. Greene distilled the Ironman mindset into an elite executive training program called **The IronCode** that can make your success unstoppable.

Most importantly, he found his mission of **helping ordinary people do extraordinary things!**

Rich resides in beautiful Clearwater, Florida.

**Take it away Rich!**

