



## About Bob Wiesner/Speech Fitness®

Bob started Executive Persuasion Group in 2005 to provide a critical resource for business leaders and teams. He spent the previous 11 years as a member of the global leadership team of **Rogen International**, a consultancy that works with senior executives to help them be more persuasive in face-to-face business communications. At **Rogen**, he was responsible for delivering consulting, executive coaching, strategic leadership communication, and new business development services to **Rogen's** most senior client leadership. He also had oversight of the firm's sales and marketing activities and for two years, Bob was CEO of **Rogen's** US operation.



Bob has worked with C-Suite clients in professional services, banking and finance, IT, advertising and marketing communications, pharmaceuticals, and research. His clients have included **Bank of America, JP Morgan Chase, O&M, DDB, BBDO, Roche, Novartis, NPD Group, Nielsen Media Research, The Hay Group, KPMG, NYC2012, HP, Factiva** and **MSN**. He has consulted on major new business pitches and IPO road shows, and prepared clients for large-forum public events, panel discussions, and media appearances.

Bob brings his clients unique expertise in many areas, including:

- Enhancing the persuasiveness of C-Level executives with internal and external stakeholders, in firms ranging from start-ups to mature, publicly-traded companies
- Improving the leadership effectiveness of individuals and teams
- Increasing the win-rate of new business development efforts
- Upgrading the ability of professionals to interact successfully with the C-Suite
- Working in tandem with investment banks and private equity firms to improve the effectiveness of leaders of their portfolio companies

Bob has appeared on **CNN** and has been cited in major publications and business journals, including **The New York Times, The St. Petersburg Times, and The Houston Chronicle**, providing commentary on the effectiveness of political communication throughout the 2004 presidential election campaign.

Prior to joining **Rogen**, Bob worked for 18 years in advertising, marketing and organizational development. He held positions at **DDB, BBDO, McCann Erickson, American Home Products**, and **Hanes Corporation**.

Bob is a graduate of Rutgers University. He is married with two daughters, ages 26 and 23, and he and his wife live in New Jersey.

**Mary Mayotte + Associates | 160 East 84th Street #5C, New York, NY 10028  
Tel (212) 772-1275 | Fax (212) 772-1285 | E-Mail: mary@speechfitness.com**