

# ***Dr. Tony Alessandra's*** **SPEECH INTRODUCTION**

Our guest speaker, Dr. Tony Alessandra has a street-wise, college-smart perspective on business.

**Academically**, Dr. Alessandra earned his **PhD** in Marketing in 1976 from Georgia State University.

**As a business owner**, Tony Alessandra is president of **AssessmentBusinessCenter.com**, a company that offers online 360° assessments; Chairman of **BrainX.com**, a company that created the first Online Learning Mastery System™; and is the founding partner of **Platinum Rule Group**, a company that provides corporate training and consulting based on The Platinum Rule.

**As an author**, he has written 17 books translated into 49 foreign language editions - and has recorded and filmed over 50 audio and video programs since 1979.

**As a speaker**, Dr. Alessandra was inducted into the **Speakers Hall of Fame** in 1985 and has delivered over 2,000 keynote speeches since 1979.

Please help me welcome...Dr. Tony Alessandra.