

Godfred Otuteye's Bio

Born and raised in a fishing village in Ghana, West Africa, Godfred Otuteye was the last of six children. When a school opened in the village just as he reached school age, his mother seized the opportunity and made him go. Having completed his education with excellent grades, he gained admission to Harvard on scholarship and then earned an MBA from the University of Southern California.

In his career, Godfred held a number of C-level executive positions including Senior Vice President and CFO of Micro D, Inc, a public company, and Union Bank in Los Angeles, where he became a Senior Loan Officer.

In 1992, Godfred joined the Money Mailer franchise system, which had begun to experience declining revenues, market share and a loss of franchisees. There was also tremendous unrest and finger pointing between franchisees and the company. It was in this negative environment that Godfred Otuteye was promoted to President and CEO.

From 1999 to the recent Great Recession, Money Mailer, under his leadership, experienced uninterrupted ad sales and revenue growth at a compounded annual rate of 12.7% and 14.8%, respectively. Franchisees consistently rated his integrity and leadership in the ninetieth percentile in franchisee surveys conducted by third parties.

In 2010, Money Mailer was sold and Godfred is now speaking all over the country helping both franchisees and franchisors improve sales and revenues, as well as resolve the “cultural conflicts” that inherently arise in franchising “marriages.”

Godfred is married with three adult children and currently lives in Southern California.

To book Godfred, contact SPEAK!
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