



Lisa McLeod Speaker Bio

Lisa Earle McLeod is a sales leadership expert and the bestselling author of *Selling with Noble Purpose*.

A sought after keynote speaker, McLeod's clients include Apple, Google, Kimberly-Clark and Pfizer. She also works with numerous franchise organizations, non-profits, and trade associations.

McLeod is the Sales Leadership expert for Forbes.com and has been featured in major news outlets such as Fortune, The New York Times, and The Wall Street Journal. She has appeared on the Today Show, the NBC Nightly News and Good Morning America.

McLeod began her career with Procter & Gamble. She later became the Vice President of Business Development at Vital Learning (formerly McGraw-Hill Training Systems). She established her own firm, McLeod & More, Inc. in 1993.

Her book, *The Triangle of Truth*, was named by the Washington Post as a Top Five Book For leaders. Her first book, *Forget Perfect* was featured on Good Morning America and Oprah.com. McLeod's new book, *Leading with Noble Purpose* has been a game changer in leadership. In building off of her best seller *Selling with Noble Purpose*, Lisa McLeod unpacks what it takes to win the hearts and minds of your employees for the long haul.

McLeod's work centers on how organizations and leaders can drive better results by instilling a greater sense of purpose. A greater sense of purpose enables people to close more business, become more effective leaders and lead happier lives.